


Standard Operating Policy & Procedure		
<h1>A-014</h1>	<h2>Media Access Policy</h2>	
Scope: Medical Campus		
Effective Date: 07/05/1995		Supersedes Policy: N/A
Review/ Revision Date(s): 01/27/1999, 11/18/2004, 8/15/2011		
Last Update By: John Pepper		Approved by: Anthony Artrip
	UNIVERSITY OF MIAMI MILLER SCHOOL of MEDICINE	Security Department 1051 NW 14th Street, Suite 145 Miami, FL 33136 (305) 243-7233

Purpose

To establish guidelines governing media access to the University of Miami Medical Campus facilities.

Policy

The media and other persons who would like to photograph or otherwise interview staff members of the University of Miami Medical Campus must do so under the supervision of an Office of Public Relations representative.

Procedures

- 1.0 Media is defined as any form of mass communication, which includes, radio stations, television stations, newspapers, magazines, and internet media. This policy applies to any member of an organization involved with the media.
 - 1.1 Working media is defined as any employee of a media organization.
- 2.0 Photography of building exteriors and surrounding public areas is permitted. Working media have been advised to notify the Office of Public Relations regarding the nature of their stories, etc.
 - 2.1 Television, film, and photography location shooting (for commercial interests, but not for breaking news) must be cleared with the Office of Public Relations at least 5 days in advance.
 - 2.2 Members of the public may only photograph exterior of buildings and grounds for their own private use.

- 2.3 Photography and interviews of people outside of buildings may be conducted with the permission of those being interviewed or photographed. If a person being photographed requests privacy or declines to be interviewed, that request should be honored.
- 3.0 Security Officers should be on the lookout for "Wandering" news media. Ask who they are visiting at the medical center and advise the Office of Public Relations of the appropriate facility
 - 3.1 The media members should be escorted to the Office of Public Relations of the appropriate facility (see below). If media refuses to cooperate, please contact the Department of Security or the Office of Public Relations immediately.
- 4.0 Photography and interviews by news media INSIDE University of Miami Medical Campus buildings should be conducted with clearance from the Office of Public Relations.
 - 4.1 All media members wishing admittance to a University building will identify themselves to Security Officers stationed at the building's entrance and will wait until Office of Public Relations personnel appear at the scene or give verbal clearance for the reporters/photographers to proceed to their destination.
 - 4.2 The Office of Public Relations will inform the Department of Security of prior clearance when the media has given them advanced notice.
- 5.0 Patients may be photographed only after a University of Miami/Jackson Memorial Hospital Patient Consent form is completed and signed by the patient or a guardian. Patient Consent forms are to be maintained in the patient's records and a copy should be filed in the Office of Medical Public Relations.
- 6.0 Working media may be escorted by staff members from the Office of Public Relations, Office of Medical Development, Bascom Palmer Development Office, Miami Project Development Office, Office of University Advancement, or Jackson Memorial Hospital's Office of Public Relations.
 - 6.1 Access to Jackson Memorial Hospital facilities must be cleared through Jackson Public Relations (305) 585-7212 or Jackson Security (305) 585-6111.
 - 6.2 Access to Bascom Palmer Eye Institute facilities must be cleared through the Bascom Palmer Office of Development and Public Relations (305) 326-6190.
 - 6.3 Office of Medical Public Relations, University of Miami, may be reached at (305) 243-3249.