



1. Free Advertising

ARRC from time to time advertises health promotion campaigns, recruitment for research, educational and fundraising events, and expressions of interest on the ARRC website on behalf of ARRC members and other community sector partner organisations. We also advertise logos of commercial companies that have provided support for activities including fund raising prizes or ‘in kind’ support for ARRC service operational needs. Acceptance of advertising content from non-member partner organisations or commercial organisations or business is determined by the following criteria:

- The advertising organisation or business should generally be a community-based, not-for profit or professional organisation/business that is known to ARRC.
- The content will usually be related to autoimmune illness, health and wellbeing management however other ads may be accepted at the discretion of the ARRC Management Team.
- The content will be related to therapeutic products that have been demonstrated to be of particular use in symptom management of autoimmune patients.

2. Paid Community and Commercial ARRC Advertising

Paid community and commercial advertising in print media, community service directories and notice boards as well as community television and radio is often used for advertising ARRC health promotion campaigns, special interest awareness campaigns (e.g. World Lupus Day), recruitment for research, educational seminars/workshops and fundraising events. Advertising must be developed and approved by the ARRC Executive Officer or Executive Assistant with content conforming to the criteria outlined in the following sections of this policy:

- Section 6. Advertising content;
- Section 7. Content approval; and in strict adherence to copyright of ARRC graphics and paid external graphics,
- Section 8. Copyright.

Research project specific advertising must be approved by representative Human Research ethics committees as part of research project approvals prior to any public or direct advertising campaigns related to projects. Advertising for research must contain the name of the research committee along with the research approval number provided by that ethics committee.

3. Paid Third Party Commercial Advertising

In general paid advertising is neither solicited nor accepted on the ARRC website. Requests to place paid advertising would be reviewed on a case by case basis by the ARRC Management advisory committee. Commercial organisations/businesses will be charged according to a fee scale worked out by the Executive Assistant/Website Officer and Executive Officer in accordance with industry standards. At the time of preparing this document no paid commercial advertising has ever been published on the ARRC website. Free advertising will not be provided to private sector organisations.

4. Radio and/or television communication and advertising

It is essential that ARRC has in place an active response to media enquiries and a strategy to manage the communications aspects of event advertisements, awareness campaigns and advocacy as and when they arise. All staff employed or contracted to ARRC should adhere to the principles contained in this policy document. The Advertising Policy seeks to ensure any personal member health information is used in

accordance with information privacy principles as outlined in the ARRC Privacy policy document, acknowledging a responsibility to ensure that the privacy of member/patient information is protected.

a) Access

All media inquiries should be directed to either the Medical Director, Management advisory committee chair, or the Executive Officer of ARRC. That Officer must be available and accessible by the media in a timely manner to meet media deadlines.

Authority for media comment can be made by contacting on telephone **02 4921 4095** during business hours. Promoting good health is an important part of all media liaison. Where appropriate, a formal media release will be prepared to advertise a specific awareness, education or fundraising event. Media releases will be approved by the Executive Officer prior to release and will contain the logo and of ARRC and the contact details of the authorised ARRC personnel whom can relay accurate details of advertised campaign or event.

b) ARRC Workers

All ARRC workers should advise the Medical Director, Management advisory committee chair, or the Executive Officer of ARRC when contacted by, or prior to contacting, members of the media. Such instances include where staffs are invited to provide comment, or when an approach is made to a media outlet on behalf of ARRC (media releases, letters to the editor, etc).

c) Public Comment

Although ARRC workers have the right as private citizens to express personal views through public comment they must not make statements on behalf of ARRC without prior approval. Approved comment on any media issue on behalf of ARRC is to be coordinated by the Medical Director, Management advisory committee chair, or the Executive Officer of ARRC. Public comment includes public speaking engagements, comments in the media, views expressed in letters to newspapers, online services (such as Internet bulletin boards and blogs) or in publications. ARRC workers may make an official comment when authorised to do so or when giving evidence in court. The Department's media protocol must be followed in any dealings with the media.

ARRC workers must not use, disclose or release any internal documents or privileged information unless they need to do so in the course of their work or are authorised to do so.

d) Expert Opinion on Health Matters

ARRC acknowledges the responsibility to properly inform the public and respond to patient queries on health matters within their area of specific expertise. In regard to media requests for expert medical knowledge, ARRC should seek to assist in providing information on a broad range of autoimmune illness health matters wherever possible providing that the Medical Director is in agreement and feels comfortable with the arrangement.

In some instances, the media may directly contact a medical specialist or health professional. In these cases, the Executive Officer should be informed. Additionally, as ARRC's office and Resource Centre is within the Pathology North building of John Hunter Hospital prior approval for media should be obtained before entering the facility to film, photograph or conduct interviews.

ARRC workers who are asked to provide media comment should do so in the understanding that any media comment must not be associated with their employment with a Health Service or health facility. Permission is not required from the Department / Health Service under these circumstances. The professional's appropriate title in relation to the external organisation they are representing should be used, i.e. Assoc Professor, Medical Director of ARRC etc. However, permission must be sought from the health care facility before any filming or photography takes place within a health facility.

5. Privacy and Confidentiality

The privacy and dignity of patients/ members and their families must be paramount in the provision of information to the community through the media. All ARRC employees, MAC members and contractors have a duty to respect the confidential nature of information about patients as well as legal and ethical

restrictions. Personal information and health information should only be disclosed in accordance with the relevant privacy legislation.

A patient's personal information should only be given to media outlets once the patient, guardian or next of kin provides consent. Such information should be provided, only after consent is approved, by the Medical Director or Executive Officer of ARRC.

Personal information means not only identifying information, but also information from which an individual's identity "is apparent or can be reasonably ascertained".

The Media

Under guidelines / principles issued separately by the Media, Entertainment and Arts Alliance (MEAA) and the Australian Press Council, journalists and media publications have clear responsibilities. These include:

- To obtain material and to report honestly, fairly and responsibly.
- To give a fair opportunity to reply.
- To attribute information to sources.
- To publish what is true and has been checked as accurate.
- To respect the privacy and sensibility of individuals, without preventing the publication of matters of public record or of significant public interest.
- To publish matters in good taste and without emphasis on personal characteristics (including race, ethnicity, nationality, gender, age, sexual orientation, family relationships, religious beliefs or physical or intellectual disability).
- To achieve fair correction of errors.
- To distinguish between fact and opinion.
- To avoid misrepresentation or suppression of facts.

(Full details of the media industry standards are published in the MEAA Code of Ethics – February 1999 and the Australian Press Council Standards of Principles – October 1996).

6. Advertising Content

ARRC staff, both permanent and contractual, provides all written, graphic and image content for ARRC advertising. Advertising content shall use official ARRC logos in full version if possible and Australian themed graphics as part of advertisements content parts wherever possible. From time to time ARRC may use additional commercial images which will be purchased for use so as to adhere to commercial copyright standards. In cases of print media, graphic design formats for newspapers and community magazines may have the requirement for compilation at source. In this case final advertisement must be approved by the Executive Officer of ARRC or the Executive Assistant if the EO is not available.

All graphics, images and content are subject to copyright.

Required content

As a minimum standard the web address of ARRC must be clearly visible on any advertisement material www.autoimmune.org.au . If space is available additional contact details of ARRC postal address and phone number and email can be displayed within the advertisement content. The footer of advertisement will also display the copyright symbol © and year date to indicate content is subject copyright standards.

7. Content Approval

All content must be approved by the Executive Officer or the Executive Assistant if the EO is not available prior to finalising publication approvals. In the case of news items and links, the Executive Assistant/Website Officer can approve items providing the content accords with relevant ARRC policy. If such content is deemed sensitive, controversial or technical it must be referred to the Executive Officer and/or Medical Director of ARRC. The Executive Assistant/Website Officer is supervised by the Executive Officer.

The Executive Officer approves ARRC media releases.

8. Copyright

Copyright for most advertisement content remains with ARRC. The exception to this is content that is not produced by ARRC, such as other commercially purchased photos.

From time to time ARRC enters into copyright agreements with individual authors, artists, graphic designers, illustrators and photographers regarding specific content that may be reproduced on the ARRC materials, advertisements, website and within educational materials. ARRC is a member of the Copyright Agency Ltd (CAL). Our policy is to share reproduction royalty rights via negotiated individual agreements. Partner contributors are invited to enter into a CAL copyright agreement.

The footer of every page on the ARRC website links to the following Copyright Statement:

'All content contained within this website is copyright © Autoimmune Resource and Research Centre unless otherwise stated.'

In recognising the fundamental importance of information and education in working for awareness and advocacy of autoimmune illness, symptom management and understanding materials produced by ARRC may be reproduced for non-commercial health and wellbeing promotion and education purposes by member organisations free of charge, provided the following permission is first sort and the following citation is made: "Reprinted from [name of publication], published by the Autoimmune Resource and Research Centre, www.autoimmune.org.au".

Queries regarding permission to reproduce ARRC written, graphic or image material in conjunction with other agencies, or requests regarding reproduction rights of material for commercial purposes should be made to ARRC directly by emailing arrc@hnhehealth.nsw.gov.au

9. Transparency & Accountability

In producing content for advertisement, ARRC staff relies on the evidence base provided by social, epidemiological and clinical research as well as the expertise of Management Advisory Committee members, and the collective experience of the Autoimmune Resource and Research Centre staff. Where appropriate, factual statements are referenced and links provided to further sources of information. News items include links to the source/s of the news item as well as links to other coverage of the issue where possible. ARRC will not publish claims about medical procedures or treatments that have not been verified by independent peer review unless accompanied by a disclaimer. ARRC does not claim to replace qualified individual medical advice.

Staff and other contributors are required to disclose all conflicts of interest as outlined with the ARRC conflicts of interest policy.