

Administrative Policy No. 2.12

Subject: Photography and Video Imaging in DSHS Facilities

Information Contact: Office of Communications
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Authorizing Source: DSHS Secretary

Effective Date: June 27, 2016

Revised: December 10, 2020

Approved By: Original signed by Lori Melchiori
Senor Director, Office of Policy and Rules

Purpose

To delineate the protocol required for verified news media outlet organizations to record film, digital photographs, video images, or any other recording at any locations or facilities operated by the Department of Social and Health Services without violating the privacy rights DSHS patients/clients.

This includes photographs (film and digital), and audio/video recordings created using a camera/device at any DSHS facilities (including but not limited to community services offices, psychiatric hospitals, treatment centers, residential habilitation centers, competency restoration centers and the Special Commitment Center).

This refers to solicited media/production visits with the purpose of recording images or video to tell a DSHS administration/division/program or other predetermined purpose.

Background

DSHS strives to maintain open communication with all media partners while simultaneously respecting and protecting the privacy of clients, patients, families and staff. DSHS welcomes media interviews on a broad range of topics. For more information, please see [Administrative Policy No. 2.08](#), Media Relations Policy.

Scope

This policy relates to the public release of videos and photos of those served by DSHS and staff at all DSHS-run or DSHS-funded facilities.

Definitions

Press or **media** mean a newspaper, magazine, broadcast or film enterprise, citizen journalist, blog or other entity providing news or information to the public.

Media representative means reporter, photographer, technician, blogger or other media employee.

Policy Requirements

DSHS provides a transparent and open media policy. Every effort is made to accommodate media access.

1. Media access

- See [Administrative Policy No. 2.08: Media Relations Policy](#). Request for media access must be made directly to the DSHS office of communications in the office of the secretary.
- The office of communications will work with facilities and assign a media relations manager.
- If access is approved, the media relations manager will coordinate – including notification, agreement and planning – among the facility Superintendent, Chief Executive Officer, Region Administrator or their designee as required.

2. Photography and video

- The media relations manager must review **all** images shot during an interview or facility tour. The media relations manager will ensure no recognizable images of anyone who has not signed a [photo release form](#) are captured. The media relations manager has the right to ask that photographs depicting residents or clients not approved for interviews be deleted before leaving the facility.
- Video and still photography outside of the designated interview areas will be limited to protect the privacy of other DSHS clients, patients, and residents who have signed a photo release form.

- DSHS has no control over photo or video of a facility taken off property. This includes access from parking lots/public areas such as sidewalks/medians in front of, or across from state buildings. For other exemptions defined by law, see [RCW 63.60.070](#).

3. Filming for commercial/entertainment purposes

- Requests for permission to film or photograph at a DSHS facility for entertainment or commercial purposes must be made directly to the DSHS office of communications. A media relations manager assigned to the administration will work to facilitate the request.
- DSHS reserves the right to refuse permission to film or photograph at any of its facilities for commercial or entertainment purposes for **any** reason.
- At least 10 days prior to the desired filming date, a representative of the production company requesting to film must walk through the locations with a representative of the office of communications.
- Permission to film does not include a license to use the name or logo of DSHS, or any of its administrations. No mention is to be made of, or recognition given to, DSHS or any of its administrations unless specifically authorized by the office of communications.
- Production companies will work with the central contracts and legal services division in the DSHS facilities, finance and analytics administration to enter into a location agreement. A location agreement defines:
 - Approved film scope and locations.
 - Producer's grant of rights, limitations, obligations.
 - Condition of location.
 - Road access, parking and building restrictions.
 - Term of agreement.
 - Financial obligations - expenses associated with the filming or photography will be the responsibility of the requesting agency or production company.
 - Billing and payment process.
 - DSHS obligations.
 - Property management – condition at end of use, damage and destruction, and treatment of property.
 - Required insurance.
 - Indemnity/hold harmless clause.
 - Breach and termination clauses.
 - Nondisclosure agreement.

- When filming at a DSHS facility, the production company must take appropriate precautions to ensure that activity does not interfere with facility operations or with client, patient or resident care.

4. Emergencies

- If an emergency arises at a DSHS facility during a media visit, DSHS staff will escort media personnel out of the facility as soon as possible. At the Special Commitment Center on McNeil Island, staff will escort media personnel to await the next available boat to the mainland.

DSHS Official