

Burke Rehabilitation® **News Media and Commercial Filming Policy**

Burke Rehabilitation Hospital's Marketing Department (here after referred to as Marketing Team) is the main liaison between Burke and the news media and commercial production companies.

To protect the privacy and confidentiality of all Burke Rehabilitation Hospital patients, families and staff, a member of the Marketing team will accompany all reporters, video crews, and photographers. At no time will reporters, video crews and photographers be unaccompanied while on Burke premises. This policy is broken down in two parts. One addresses the procedures for news media and the other addresses the procedures for commercial production companies and film crews.

News Media Policy

Media Inquiries

Burke Rehabilitation Hospital's Marketing team will respond to all inquiries from the news media and will be responsible for coordinating a response from an appropriate staff person. Any employee or volunteer of Burke Rehabilitation Hospital who is contacted by a reporter or other media representative should refer to the Marketing team. The team will then arrange and coordinate an interview with the most appropriate spokesperson. At no time will any employee or volunteer of Burke Rehabilitation Hospital make a statement to the news media concerning Burke Rehabilitation Hospital, Burke Medical Research Institute, or official policy without obtaining prior authorization from the Marketing team.

Members of the news media interested in working with Burke Rehabilitation Hospital and any of its staff or patients should contact the Marketing Department at **(914) 597-2848** or email

ExternalRelations@burke.org

News Media Access to Burke Rehabilitation Center and Patients

No employee or volunteer of Burke Rehabilitation Hospital will give news media access to the hospital, or campus, its employees, or patients without prior authorization from the Marketing team. No one other than a member of the Marketing team will release patient information to the news media. The medical, nursing or therapy staff will provide all pertinent patient information to the Marketing team, who will then determine the information that can be released. While on campus, all news media— newspaper, magazines, radio or television reporters and/or affiliated photographers, film, or video crews —will be accompanied by a representative from the Marketing team, unless otherwise arranged. Any unescorted news media on campus—particularly in patient care areas—will be reported to the Marketing team and to security and promptly removed from the campus

Media Photography of Filming in Patient Care Areas

Any interviewing, filming, videotaping or other news-gathering activities that interfere with the proper delivery of patient care are prohibited at all times. Any access by the news media to any hospital department, especially patient care areas, must be approved in advance by the Marketing team, as well as the appropriate department head. Any interviewing, filming, or photographing of Burke Rehabilitation Hospital patients is prohibited unless written approval is obtained in advance from the patient or their guardian.

Commercial Filming Policy

It is the policy of Burke Rehabilitation Hospital to restrict the use of its campus and facilities for commercial film production; that is, to restrict the use of the campus and facilities for still photography, motion pictures, television filming or videos made, produced or to be used by organizations other than Burke Rehabilitation Hospital. No commercial film production crew will be allowed to film or photograph the Burke Rehabilitation Hospital campus, patients/families, or staff without prior authorization from the Marketing department. **Only Exteriors of the Hospital and campus buildings may be used for commercial filming. In rare instances, interiors of other campus buildings can be used for filming upon the Marketing team's approval.**

Filming must take place during non-peak Hospital hours, i.e., nights and weekends.

The use and filming of explosives, squibs, pyrotechnics, car chases, and other special effects are never allowed, as they interfere with the healing environment at Burke.

Initial contact must be made at least one month prior to shooting. To make a formal request, download the filming request form from the Burke website and submit the completed document no later than **10 days prior to the anticipated start date to:**

Marketing Department
Burke Rehabilitation Hospital – Billings Building
785 Mamaroneck Avenue
White Plains, New York 10605
E-mail: externalrelations@burke.org

Location Scouting

Location scouts may visit the Burke Rehabilitation Hospital campus, *by appointment only*, Monday – Friday between the hours of 9:00 a.m. and 3:00 p.m. All location scouting requires prior approval by a member of the Marketing team, and a Marketing team member must be present while the location scout is on campus.

All requests for location scouting should be directed to (914) 597-2848 or externalrelations@burke.org

Access to Facilities, Staff and Patients

The production company must provide the Marketing team, in advance, with a list of areas to which access is sought, as well as a detailed schedule for proposed use of these areas including dates and times, and the names of all film production personnel to be present in these areas.

Written approval must be secured from the Marketing team and the department heads of the facilities that will be impacted during filming.

Written approval and signed consent forms must be obtained from any patients or visitors to be filmed by the production company.

Film production personnel will be denied access to any area of the campus grounds or hospital unless approved by the Vice President who, with or without cause, can deny approval of any changes to the production schedule.

Additionally, all scripts must be submitted in advance and approved by the Assistant Vice President, Marketing and External Relations, and Burke's senior administration, who will prepare and have on file an agreed-upon, signed contract containing the provisions in this policy no later than seven days prior to the beginning of filming.

Fees

A fee of \$25,000 payable to Burke Rehabilitation Hospital, is to be paid in advance for the first day of filming.

A fee of \$25,000 payable to Burke Rehabilitation Hospital, is to be paid for the second day, and all subsequent days of filming.

All expenses for personnel and other costs, including supplies, telephones, etc., whether listed herein or not, are to be paid to Burke Rehabilitation Hospital no later than 10 days following the receipt of an invoice from Burke Rehabilitation Hospital.

**Day is defined as any portion of any contiguous 10-hour period, from midnight to midnight, when Production company personnel, equipment, and vehicles are on the center's property.*

Insurance

Burke Rehabilitation Hospital, its officers, employees and agents, must be named as co-insured on the production company's general liability insurance, including personal injury and property damage. A copy of this liability insurance policy must be on file with Burke's legal counsel no later than seven days prior to filming. Proof of worker's compensation insurance is also required, and proof thereof presented seven days in advance of filming.

The production company will agree, in writing, to indemnify Burke Rehabilitation Hospital against any injury claim for personnel working for the production company in connection with its activities at the center.

Parking

The Marketing team will consult Burke staff to designate a parking area for all necessary vehicles, and equipment. Parking will be restricted to these specified areas. Anyone parking in non-designated/ approved areas will be subject to booting or towing.

Smoking

Legislation passed in 2014 prohibits smoking at all New York hospitals, including Burke Rehabilitation Hospital and its grounds. This includes cigarettes, cigars, pipes, e-cigarettes, and the like.

Safety and Permits

Consultation with the director of Safety & Security will be required to determine what safety precautions, including alteration or protection of power sources, will be necessary before and during filming.

All applicable permits must be obtained from the City of White Plains by the production company. The cost of any and all personnel required by the City of White Plains must be paid directly to the City of White Plains.

Credits

An agreed-upon credit between Burke Rehabilitation Hospital and the production company will appear for no less than two seconds at the end of the film.