## Annex 7.5: Additional Information – Good News Stories

1. **Please read the following guidance carefully before submitting a ‘good news story’**.
2. Good news stories help to tell positive and engaging stories with a human perspective.
3. The key to an effective ‘good news story’ is accuracy of information and official consent from the person(s) involved. This guide also explains the steps that need to be taken to manage that information.

### Informed Consent

1. In addition to capturing information on the ‘good news story’ template, you will need the consent from the person(s) involved in the story, and their photograph, if this is to be used.
2. Please ensure that the consent part of the ‘good news story’ template is correctly completed. This provides the comprehensive consent required for all purposes for which the story may be used, including the media. A copy of the ‘good news story’ template with the completed consent should be retained for your own records.
3. It is important to be open and honest with the subject(s) of the story and the following should be explained to them:

* Their story will help to show how DWP and the Restart Scheme helps people
* Someone other than yourself may contact them at a later date, to discuss the story in order to use it
* Nothing further may happen regarding the ‘good news story’ that they are the subject(s) of
* The subject(s) will have the opportunity to see any written story involving them prior to publication.
* If a ‘good news story’ which they are the subject(s) of is published, other journalists may wish to contact them to find out more about their story
* ‘Good news stories’ may be used for up to a year, but some may be archived on websites and seen for longer

### Expanding The Story

1. When writing a ‘good news story’ encourage the person(s) who it is about to tell the story in their own words and where possible avoid prompting or ‘putting words in their mouth’.
2. When writing up the story, always use the third person for setting the scene and aim for a good mix of third and first person reportage, based on your discussions.

## Identification

1. When creating a ‘good news story’ it is important to be sensitive to the situation of the person(s) you are writing about and aware of the risks arising from personal identification of the person(s) involved. These risks include, but is not limited to, identifying people who:

* have experienced domestic violence
* been recently bereaved
* have mental health considerations

1. You must also agree with them whether to use their first or full name, location and other identifying details. While it is important to validate the ‘good news story’/case study as truthful, it must be recognised that in a world of social media **DWP has a duty of care** for those who are featured in ‘good news stories’/case studies.

## Good News Stories and Photos

1. You should agree beforehand with the subject(s) of the case study for photos to be taken and consent must be given and noted/recorded.
2. In some instances, if required a ‘stock’ (generic) photo can be used to illustrate the general context of the ‘good news story’ (because the subject was unwilling or unavailable). In this case, the photo used **must not** be of:

* one person - they could be mistaken for the person in the ‘good news story’
* a small group - that could imply the real person is among them

1. Instead, use a mid-distance shot of a generic workplace or jobcentre which avoids a focus on particular individuals.