

Policy Title: Media

Policy Owner: Director, Marketing and Communications Services Centre

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This policy outlines the responsibilities of ECU staff and Council members when engaging with the media, and is intended to ensure that media interaction is effectively handled and constructive.

2. ORGANISATIONAL SCOPE

All ECU staff and Council members.

3. DEFINITIONS

TERM	DEFINITION
"Media interaction" includes	public speaking engagements, comments on radio and television; and expressing views in letters to the newspapers, in books, journals or notices, or online or where it might be expected that the publication or circulation of the comment would spread to the community at large.
"Senior Leadership Team"	Vice-Chancellor Deputy Vice-Chancellors Pro-Vice-Chancellors Vice-President (Corporate Services) Deans of School
"Social media"	The use of online applications to facilitate networking and communication between individuals, or individuals and groups/organisations. This includes, but is not limited to, Facebook, LinkedIn, Twitter, Youtube, Flickr
"University information" means	information in any form about the University, matter(s) pertaining to the University or an identified or identifiable individual that are not available in the public

	domain, and includes information marked or declared 'Confidential' or is such that, by its nature ought reasonably be considered confidential.
"University resource(s)" means	property and resources owned by the University. This includes, but is not limited to, intellectual property which is developed through research and teaching and learning activities.

4. POLICY CONTENT Types of media interaction

4.1.1. Media interaction for ECU staff generally falls into one of four categories:

- University comment
- Expert comment
- Private comment
- Use of social media

4.2. University comment

- 4.2.1. "University comment" refers to comment made as the spokesperson of the University.
- 4.2.2. Only the Chancellor or the Vice-Chancellor, or a designated nominee from the Senior Leadership Team, may make University comment on behalf of the University or on its affairs.
- 4.2.3. Members of the Senior Leadership Team are able to comment on their areas of responsibility when necessary.
- 4.2.4. Only the Chancellor, or a designated nominee, may comment publicly on behalf of the ECU Council.
- 4.2.5. If a staff member receives a request for University comment, the request should be directed to Corporate Communications, who will consult with the Vice-Chancellor and provide advice, as required, to the spokesperson designated to respond to the inquiry.

4.3. Expert comment

- 4.3.1. "Expert comment" refers to comment pertaining to a staff member's area of expertise.
- 4.3.2. These guidelines recognise that engaging with the media provides many benefits for the individual staff member as well as the wider University. Academic staff are therefore encouraged to engage with the media in their area of expertise. The Corporate Communications Team can help with this process.

- 4.3.3. When making expert comment, staff are encouraged to identify themselves with their University position and qualifications.
- 4.3.4. Staff making expert comment must indicate that their opinions should not be regarded as representing the views of the University.

4.4. Private comment

- 4.4.1. "Private comment" refers to comment made by staff in their private capacity as an individual member of society. It is not the intention of this policy to restrict such rights of any staff member.
- 4.4.2. When making private comment, staff must not identify themselves as a staff member of ECU.
- 4.4.3. Staff making private comment must not in any way indicate that they are speaking on behalf of the University.

4.5 Use of social media

- 4.5.1 Social media brings a number of specific risks and responsibilities and staff are required to comply with the Social Media Policy.

Refer to Social Media Policy ad092

4.6 Accountability for content

- 4.6.1 Staff making comment in any media capacity should be aware they may be held personally accountable for any content found to be:
 - Defamatory or harassing in nature;
 - Infringing on the copyright or intellectual property rights of third parties; and
 - In breach of confidentiality agreements, or privacy legislation or policy.

This personal accountability will still apply in the event of comments made off-the-cuff and later retracted, made in humour or made while under the influence of any substance.

- 4.6.2 If staff have any concerns about the information they plan to provide, they should contact the Corporate Communications Manager in MCSC in the first instance for guidance. They may refer the query on to OLS or RASC if necessary.

4.7 Breaches of this Policy

- 4.7.1 The University will determine the sanctions to be applied if this policy is breached. Sanction may include but is not limited to disciplinary action as prescribed under the relevant industrial instrument or University policy.

5. ACCOUNTABILITIES AND RESPONSIBILITIES

In relation to this policy, the following positions are responsible for the following

Policy Owner

The Policy Owner has overall responsibility for the content of this policy and its operation in ECU.

Staff

Staff are required to comply with the content of this policy and to seek guidance in the event of uncertainty as to its application.

Unless special dispensation has been given by the Policy Owner, breaches of University policy may be dealt with under the ECU Staff Code of Conduct.

6. RELATED DOCUMENTS:

6.1 The policy is supported by the following Guidelines:

- Media Guidelines

6.2 Other documents which are relevant to the operation of this policy are as follows:

- Code of Conduct;
- Visual Branding Policy;
- Promotional Logo Policy
- Image Guidelines;
- Media Policy Guidelines;
- Responsible use of Social Media Guidelines;
- Intellectual Property – Development Policy;
- Privacy Policy;
- Information Technology Policy;
- Social Media Policy; and
- Records Management Policy.

7. CONTACT INFORMATION

For queries relating to this document please contact:

Policy Owner	Director, Marketing and Communications Services Centre
All Enquiries Contact:	Director, Marketing and Communications Services Centre
Telephone:	08 6304 2373
Email address:	j.turner@ecu.edu.au

8. APPROVAL HISTORY

Policy Approved by:	Vice-Chancellor
Date Policy First Approved:	16 May 2010
Date last modified:	14 November 2016
Revision History:	<p>This policy replaced Policy hr135 – <i>Public Comment by Staff</i></p> <p>Amended: Approved by the Vice-Chancellor November 2012</p> <p>Amended: Approved by the Vice-President (Corporate Services) 07 October 2016</p>
Next Revision Due:	November 2019
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Media Guidelines

Linked to Media Policy

1. Intent

- 1.1. These guidelines provide an outline of the types and nature of media interaction, and how contact with the media should be handled by ECU staff and Council members.

2. Guidelines

2.1. Media interaction

- 2.1.1. ECU's reputation is affected by ECU staff interaction with the media. Staff are encouraged to interact responsibly and cautiously with media outlets, after appropriate advice and training.

2.2. University comment

- 2.2.1. "University comment" refers to comment made as the spokesperson of the University. This may include comment on strategies, policies, offerings, and other institutional or sectoral matters.
- 2.2.2. Only the Chancellor or the Vice-Chancellor, or a designated nominee from the Senior Leadership Team, may make comment on behalf of the University or on its affairs. Most often, such comment is made by the Vice-Chancellor, or another senior staff member he/she nominates to speak on a particular matter.
- 2.2.3. Only the Chancellor or his/her designated nominee is authorised to make comment on behalf of the ECU Council.
- 2.2.4. If a staff member receives a media inquiry or request for University comment, they must direct it to the Vice-Chancellor's Office, or to Corporate Communications who will consult with the Vice-Chancellor and provide advice, as required, to the spokesperson designated to respond to the inquiry.
- 2.2.5. Staff who have more general queries relating to University comment should direct them to the Manager Corporate Communications who will assess the query, and coordinate ECU's response with the Vice-Chancellor or his/her nominee.

2.3. Expert comment

- 2.3.1. ECU staff are encouraged to interact in a professional and responsible manner with the media to share their expertise with the wider community. Such interaction may include participation in public debates, expressing opinions about issues and ideas related to their discipline area and initiating and responding to media issues which may arise within their area of expertise.
- 2.3.2. When making expert comment, staff may, and are encouraged to, identify themselves with their University position and qualifications.

- 2.3.3. Staff making expert comment must indicate that their comments should not be regarded as representing the views of the University.
- 2.3.4. Expert comment by staff may be generated through proactive media relations (eg. the issuing of a media release), or through a journalist chasing a comment for a story they are writing.
- 2.3.5. Corporate Communications can assist staff who are approached for, or who initiate, expert comment, to ensure effective handling of the media. Any media contact with staff which is not received through Corporate Communications should be made known to them as soon as possible.

2.4. Private comment

- 2.4.1. Staff are free to make comment about social or community issues in their private capacity. As this is a personal matter, staff making private comment must not identify themselves as staff of ECU and must not in any way indicate that they are speaking on behalf of the University.

2.5. Role of Corporate Communications

- 2.5.1. Corporate Communications manages matters relating to University communication with the media, to ensure that ECU is able to make optimal use of media opportunities and effectively manage any contentious issues.
- 2.5.2. Where there is not a clear contact person on a particular matter, a nominated spokesperson will be designated by the Vice-Chancellor, with assistance from Corporate Communications as required.
- 2.5.3. Staff should advise Corporate Communications of likely or possible announcements, news or events, on a confidential basis if necessary. In addition, staff should give Corporate Communications advance notice of any issues which they may become aware of, which have the potential to impact negatively on ECU's image and reputation. Such advice allows for planning to either optimise the potential for positive coverage of important or strategic developments, or minimise any potential negative impact if the issue is contentious.
- 2.5.4. Staff, when contacted in their professional capacity by the media, should advise Corporate Communications to ensure accurate records are kept, and that media contact is appropriately managed.