

## Media Procedures

### 1. LEGISLATION/ENTERPRISE AGREEMENT/POLICY SUPPORTED

[Brand Communications Policy](#)

### 2. IMPLEMENTATION PRINCIPLES

In line with the *Academic Freedom Policy* and Curtin's Values, these procedures do not aim to limit freedom of research, publication or expression (within an area of expertise) providing these views are not expressed as an official University view.

### 3. PROCEDURAL DETAILS

#### 3.1 Commenting to the media

- 3.1.1 An appropriately qualified staff member may offer expert comment to the media on their work or in relation to a broader community issue provided they limit comment to their area of expertise. The staff member may use the credentials associated with their position at Curtin University but will be clear that the views they are expressing are their own and not those of the University.

In addition, the following members of the Curtin community may comment to media:

(a) **Authorised University spokespersons**

Authorised University spokespersons may communicate with the media on behalf of the University on specific matters. They are deemed to represent the University's official views on these matters.

(b) **The Vice-Chancellor or their representative**

Only the Vice-Chancellor or their representative may communicate with the media on topics or issues relating to Curtin University as a whole, including operational matters and University policies

(c) **The Chancellor**

Only the Chancellor may comment on Council and governance matters.

- 3.1.2 Staff will not use their employment at Curtin University to support their comments on issues outside their area of expertise.
- 3.1.3 Views expressed by staff to the media will be consistent with Curtin University's [Values](#).
- 3.1.4 Public Relations will provide advice on appropriate media training on request. Any staff member in doubt concerning communications with the media should contact their relevant Executive Manager and consult with Public Relations for advice and assistance.

#### 3.2 Media releases

- 3.2.1 Approval of media releases will be facilitated by Public Relations in consultation with each area, as required. This may include liaison with designated public relations staff from external organisations and partners of the University.
- 3.2.2 Statistics and claims of fact contained in media releases will be verifiable. Approval of media releases will be taken to include approval of any statistics or claims included.
- 3.2.3 The Vice President, Corporate Relations may prevent or delay the issuing of an approved media release if they consider it will be detrimental to the interests of the University, pending the decision of the Vice-Chancellor.
- 3.2.4 Media releases:

*On topics relating to a faculty or area*

May be approved by the relevant Executive Manager or their nominee. The Executive Manager or nominee will ensure that the release will not negatively

impact on or contradict the work of another faculty or other area of the University.

*Quoting Curtin staff*

Will be submitted to and may be approved by the individuals quoted prior to distribution by Public Relations.

*On Council or governance matters*

May only be approved by the Chancellor or Vice-Chancellor.

*Relating to new faculty or area appointments*

May be approved by the relevant Executive Manager. Before a media release of this type is issued, the Director, Public Relations will be provided with written confirmation that the relevant employment contract has been signed and received by People and Culture, unless this condition is exempted by the Vice-Chancellor.

*Relating to senior executive appointments*

Will be submitted to and may be approved by the Vice-Chancellor. Before a media release of this type is issued, the Director, Public Relations will be provided with written confirmation that the relevant employment contract has been signed and received by People and Culture, unless this condition is exempted by the Vice-Chancellor.

*On new courses*

Will be submitted to and may be approved by the relevant Pro Vice-Chancellor and the Deputy Vice-Chancellor, Academic prior to being issued by Public Relations.

*On research-related topics*

Will be submitted to and may be approved by the Deputy Vice-Chancellor, Research or their nominee prior to being issued by Public Relations.

- 3.2.5 Media releases will be issued by Public Relations unless a formal arrangement has been made with the Vice President, Corporate Relations or the Director, Public Relations.
- 3.2.6 Media releases will be issued subject to the availability of the key spokesperson named in the release or the contact details. When liaising with Public Relations on the development of media releases, staff members will advise of their availability to respond to any media enquiries prompted by the release. If a spokesperson will not be available for comment at the time the release is issued, the release will either be delayed until an agreed time when the spokesperson is available or an alternative spokesperson will be nominated by the faculty or area involved.
- 3.2.7 Prior to issue, media releases relating to the overall governance of Curtin Sydney, Curtin Singapore, Curtin College and Curtin Sarawak will be sent to Public Relations to facilitate comment by the Vice-Chancellor.

### **3.3 Duty of care to students and staff**

- 3.3.1 Media releases will not contain information on the University generally or students or staff members individually that contravenes its [Privacy Statement](#) or other legal obligations.
- 3.3.2 Prior to issue, media statements that contain personal information on students or staff members that has not been approved by the individual student or staff member will be submitted to the Vice President, Corporate Relations for approval.
- 3.3.3 Students and staff of the University may refuse to be filmed, photographed or interviewed by representatives of the media, or by the University, for distribution to the media.

### **3.4 Visits to campus by members of the media**

Staff involved in media visits to Curtin campuses or centres will advise Public Relations of the visit. Whenever possible, Public Relations staff will ensure media representatives are professionally greeted and assisted during their visit.

### 3.5 Online Directory of Experts

- 3.5.1 To facilitate interaction with the media, appropriately qualified staff may register on the University's [Online Directory of Experts](#), providing their areas of expertise and contact details.
- 3.5.2 Staff members will assist in maintaining the Directory by providing current information, in particular additional or altered contact numbers, to Public Relations.
- 3.5.3 Public Relations will periodically advise relevant Executive Managers of all entries in the Directory which relate to their faculty or area.

## 4. RESPONSIBILITIES

Responsibilities are those as set out in section 3.

## 5. SCOPE OF PROCEDURES

These procedures apply to all staff at the University's campuses in Western Australia. Clause 3.5.3 also relates to Curtin students.

## 6. DEFINITIONS

(Note: Commonly defined terms are located in the [Common Curtin Definitions](#). Any defined terms below are specific to this document)

### Media

Encompasses both traditional and new media including printed publications, television, radio and online forums (including but not limited to news sites, comment boards, social networking sites, blogs and pod casts).

### Media comment

Refers to responses, interviews or expert comment provided to the media other than in a formal media release format.

## 7. SCHEDULES

*Nil*

## 8. RELATED DOCUMENTS/LINKS/FORMS

[Curtin Values](#)

[Privacy Statement](#)

[Academic Freedom Policy](#)

[Competition and Consumer Act 2010 \(Cth\)](#)

<b>Policy Compliance Officer</b>	<a href="#">Julia Nicol</a> , Director, Public Relations
<b>Policy Manager</b>	Vice President, Corporate Relations
<b>Approval Authority</b>	Vice President, Corporate Relations
<b>Review Date</b>	1 <sup>st</sup> April 2016

## REVISION HISTORY

Version	Approved/ Amended/ Rescinded	Date	Committee / Board / Executive Manager	Approval / Resolution Number	Key Changes and Notes
New	Approved	26/09/2012	Vice President, Corporate Relations and Development	EM1230	Conditional upon PMC rescinding the current policy and procedures at its 25 <sup>th</sup> September 2012 meeting, effective 9 October 2012

	Administratively Updated	06/10/2015	Director, Legal and Compliance Services	EC 76/15	Executive Manager Title Changes
	Administratively Updated	28/04/2016	Director, Legal and Compliance Services		Removal of Guiding Ethical Principles to Curtin Values
	Administratively Updated	09/02/2017	Director, Legal and Compliance Services		Area name change from Human Resources to People and Culture (also approved by the Chief Operating Officer)