



Media Procedures

1. STRATEGIC PLAN THEME AND COMPLIANCE OBLIGATION SUPPORTED

[Brand Communications Policy](#)

Strategic Plan Theme: [Sustainable Future](#)

2. PROCEDURAL DETAILS

2.1 Commenting to the media

- 2.1.1 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**

University spokespersons authorised by the Vice-Chancellor 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 her/his representative**

Only the Vice-Chancellor or her/his 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.

(d) **Adjunct Professors** may use their Curtin title when speaking to the media as long as it is clear that the comments are their own and not those of the University and relate to their specific area of expertise. They may speak with the media on other issues but will not use their Curtin title.

(e) **Doctoral students** may speak to the media, with the specific approval of their supervisor, as long as their comments relate to their area of research.

(f) **Representatives of the Curtin Student Guild** are free to speak with the media on behalf of students but not on behalf of the University.

- 2.1.2 Staff will not use their employment at Curtin University to comment on broad community issues that are outside their area of expertise.

- 2.1.3 Views expressed by staff to the media will be consistent with Curtin University's Values and Signature Behaviours.

- 2.1.4 Public Relations provide a number of media training courses and staff are advised to at least complete the Introductory Media Training prior to speaking with the media. Information can be found at the [Media Centre](#) on the Curtin website. Any staff member in doubt concerning communications with the media will contact their relevant Head of School or Executive Manager and consult with Public Relations for advice and assistance.

2.2 Media releases

- 2.2.1 Media releases are written, approvals obtained and issued by Public Relations.

- 2.2.2 Approval of media releases will be facilitated by Public Relations in consultation with each area, as required. This includes liaison with designated public relations staff from external organisations and partners of the University in relation to joint media releases.

- 2.2.3 Statistics and claims of fact contained in media releases will be verifiable (refer Competition and Consumer Act 2010). Approval of media releases will be taken to include approval of any statistics or claims used.

- 2.2.4 The Vice President, Corporate Relations may prevent or delay the issuing of an approved media release if she/he considers it will be detrimental to the interests of the University, pending the decision of the Vice-Chancellor.
- 2.2.5 Media releases:
- On topics relating to a faculty or area*
- will 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*
- Public Relations will submit to and seek approval from individuals quoted prior to issuing media releases.
- On Council or governance matters*
- may only be approved by the Chancellor or Vice-Chancellor.
- Relating to new faculty or area appointments*
- will 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 will 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 Provost prior to being issued by Public Relations.
- On research-related topics*
- will be submitted to and will be approved by the Deputy Vice-Chancellor, Research or their nominee prior to being issued by Public Relations.
- 2.2.6 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.
- 2.2.7 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 media 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.
- 2.2.8 Media releases relating to the overall governance of Curtin Singapore, Curtin College Curtin Malaysia and Curtin Dubai will include commentary and approval by the Vice-Chancellor and be facilitated and issued by Public Relations in-line with Clause 2.1.1 (b).

2.3 Duty of care to students and staff

- 2.3.1 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.
- 2.3.2 Prior to issue, media releases that contain personal information on students or staff members that have not been approved by the individual student or staff member will be submitted to the Vice-President, Corporate Relations for approval.

2.3.3 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. It is recommended that the assistance of Public Relations is sought in such instances.

2.4 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 in advance. Whenever possible, Public Relations staff will ensure media representatives are professionally greeted and assisted during their visit.

3. RESPONSIBILITIES

Responsibilities are those as set out in section 2.

4. SCOPE OF PROCEDURES

These procedures apply to all staff at the University's campuses in Western Australia.

5. DEFINITIONS

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

Media

Encompasses traditional media including printed publications, television, radio and online news sites.

Media comment

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

Social Media

Academic staff are encouraged to communicate their work through appropriate social media platforms, please refer to [Social Media Guidelines](#) and [Digital Publishing Procedures](#) before doing so.

6. SCHEDULES

Nil

7. RELATED DOCUMENTS/LINKS/FORMS

[Values and Signature Behaviours](#)

[Code of Conduct](#)

[Privacy Statement](#)

[Intellectual Freedom Policy](#)

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

[Social Media Guidelines](#)

Policy Compliance Officer	Julia Nicol , Director, Public Relations
Policy Manager	Vice-President, Corporate Relations
Approval Authority	Vice-President, Corporate Relations
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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 th 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)
	Administratively Updated	20/06/2017	Director, Legal and Compliance Services		Updated Links for Intellectual Freedom Policy
	Approved	29/01/2018	Vice President, Corporate Relations	EM1727	Unconditional