

Media Engagement Policy



1 Purpose

To provide direction for the framework of interaction between the University and the Media.

The policy provides University Member and Student responsibilities in relation to direct contact with the Media, and obligations with regard to the management and dissemination of information, which could reasonably reach the Media.

2 Scope

This policy applies when a University Member or Student:

- is authorised to represent the University in the Media for University business purposes; and/or
- makes reference to the University when interacting with the Media in a personal capacity.

Exclusions:

This policy does not apply to personal interaction with:

- the Media, where a University Member or Student makes no reference to University related issues
- internal University publications.

3 Policy Statement

The University will ensure a coordinated and consistent approach when dealing with the Media, while not detracting from the concepts of intellectual and academic freedom.

4 Principles

4.1 Position and profile

The University seeks to celebrate the successes in its education, research and community capacity building through Media engagement.

In all Media - local, national and international, specialist and digital - the University's position and profile must demonstrate a unified position and support its professional reputation.

4.2 Reputation and image

University Members or Students must respect and care for the reputation and image of the University and at all times will conduct themselves in accordance with the University's Code of Conduct Policy, the Student Code of Conduct Policy and other relevant policies. Consideration will be given to the impact that all communications and/or activities may have on the University's standing in the regional, national and international communities in which it operates.

4.3 Academic and intellectual freedom

The University recognises the rights, concepts and practice of academic and intellectual freedom and enquiry in supporting the role of Universities as places of independent learning and thought, where ideas may be put forward and opinions expressed freely and independently.

University Members and Students have a responsibility to practise academic and intellectual freedom and enquiry in a manner consistent with a responsible and honest search for, and dissemination of, knowledge and truth. This will be undertaken in accordance with the University's Code of Conduct Policy and the Student Code of Conduct Policy.

4.4 Authorisation to comment

Comment on any University management issue must be made by the Vice-Chancellor or a person authorised by the Vice-Chancellor.

The Vice-Chancellor may at any time give or withdraw authorisation for any University Member or Student to initiate or respond to Media contact.

4.5 Confidential information

University Members and Students must respect the confidentiality of others and ensure that Personal Information and University business (in particular, commercial and in-confidence matters) are accessed and used only for University purposes and not disclosed except where authorised by legislation. University Members and Students who have access to such information have a duty to maintain the confidentiality, integrity and security of such information, irrespective of the storage medium.

5 References

Nil.

6 Schedules

This policy must be read in conjunction with its subordinate schedules as provided in the table below.

7 Policy Information

Subordinate Schedules	
Accountable Officer	Deputy Vice-Chancellor (Enterprise Services)
Responsible Officer	Deputy Vice-Chancellor (Enterprise Services)
Policy Type	Executive Policy
Approved Date	28/1/2016
Effective Date	28/1/2016
Review Date	28/1/2019
Relevant Legislation	<i>Anti-Discrimination Act 1991</i> <i>Corporations Act 2001</i> <i>Corporations (Queensland) Act 1990</i> <i>Defamation Act 2005</i> <i>Evidence Act 1977</i> <i>Health Act 1937</i> <i>Information Privacy Act 2009</i> <i>Integrity Act 2009</i> <i>Public Interest Disclosure Act 2010 (Qld)</i> <i>Public Health Act 2005</i> <i>Right to Information Act 2009</i>
Related Policies	<i>Business Continuity Policy</i> <i>Code of Conduct Policy</i>

	<p>Handling Personal Student Information Policy and Procedure</p> <p>Privacy Policy</p> <p>Public Interest Disclosure Policy and Procedure</p> <p>Research Code of Conduct Policy</p> <p>Right to Information Policy</p> <p>Risk Management Policy and Procedure</p> <p>Student Code of Conduct Policy</p>
Related Procedures	<p>Disciplinary Action for Misconduct or Serious Misconduct Procedure</p> <p>Discrimination, Bullying and Harassment Complaints against Employees Procedure</p> <p>Media Engagement Procedure</p> <p>Prevention of Discrimination, Bullying and Harassment Procedure</p> <p>Right to Information Procedure</p>
Related forms, publications and websites	<p>Right to freedom of opinion and expression guidance sheet</p>
Definitions	<p>Terms defined in the Definitions Dictionary</p> <p>Media</p> <p>All print, radio, television and electronic Media including the internet and allied distribution channels. Includes social Media which are works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, podcast, forum, wiki, or video hosting site. More broadly, social Media refers to any online technology that enables people to publish, converse and share content online.</p> <p>Personal Information</p> <p>Is information or an opinion, including information or an opinion forming part of a database, whether true or not, and whether recorded in a material form or not, about an individual whose identity is apparent, or can reasonably be ascertained, from the information or opinion.</p>

Student

A person who: has been Admitted or Enrolled in an Academic Program at the University, but has not yet graduated from the program; or has been Enrolled in a Course at the University but has not yet completed the Course.

University

The term 'University' or 'USQ' means the University of Southern Queensland.

University Members

Employees of the University whose conditions of employment are covered by the USQ Enterprise Agreement whether full time or fractional, continuing, fixed-term or casual, including senior Employees whose conditions of employment are covered by a written agreement or contract with the University; Members of the University Council and University Committees; Visiting and adjunct academics; Volunteers who contribute to University activities or who act on behalf of the University; Individuals who are granted access to University facilities or who are engaged in providing services to the University, such as contractors and consultants, where applicable.

Vice-Chancellor

The person bearing the title of Vice-Chancellor or as otherwise defined in the University of Southern Queensland Act 1998, including a person acting in that position.

Definitions that relate to this policy only

Keywords

Media, social Media, public relations, press release, corporate information, communication standard, communications standard

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