

Media Policy

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Applies To:	All NUSA Employees and Elected Student Members
Responsible Officer:	NUSA President
Authorisation:	Approved

Media Policy

1. Introduction

Media coverage of the work and activities of NUSA and its staff can provide a valuable opportunity to promote the activities of the organisation and advocate for the interests of NUSA members. However, any contact between NUSA staff/ elected student members and the media carries the risk that NUSA will be exposed to negative scrutiny or misrepresentation, perhaps unintentionally.

This Media Policy provides a framework for interaction with the media and should be read in conjunction with the [NUSA Delegations of Authority Policy](#).

2. Policy Intent

This policy provides a framework for comments and statements by NUSA staff and Council members that have the potential to reach the larger community via the media.

The official spokespersons for NUSA are the NUSA President in the first instance, the Vice President if the President is unavailable and the General Manager if either of the above are unavailable for comment. This would ensure any message conveyed to a wider audience are in-line with NUSA’s strategy and policy whilst presenting a professional and well informed figurehead for the Association.

The policy will help to ensure that any comments made to the media are consistent and in-line with the NUSA strategy, presents a professional and well informed figurehead for the Association and ensures alignment with the NUSA Constitution, the Incorporated Associations Act of 2009 (the Act), the Agreement for the Provision of Student Services and Amenities between the University of Newcastle and NUSA (the Agreement) and any other requirements.

3. Policy Scope

This policy applies to verbal and written comments to the media, public speaking engagements, and media releases.

4. Relevant definitions

In the context of this policy:

NUSA spokesperson refers to the NUSA President, the Vice President and General Manager who are authorised by NUSA to speak to the media or make public comments on behalf of NUSA.

NUSA media release means a document provided to the media on NUSA letterhead quoting a spokesperson with their consent.

media statement is a written (for example letters to the editor, opinion pieces) or verbal comment provided to the media by a NUSA spokesperson.

5. NUSA spokesperson

- Any media inquiry – whether seeking comment, information, a statement or permission to take a photograph or produce an audio or video recording of NUSA staff and/or students – should be directed to the NUSA President and NUSA General Manager. The NUSA President is responsible for liaising with the media to obtain details of their inquiry, provide an authorised response to the journalist, and, where appropriate, facilitate an interview.
- Only the NUSA President in the first instance, the Vice President if the President is unavailable and the General Manager if either of the above are unavailable may represent the corporate position of NUSA on matters of interest to the media and/or via public comment, as outlined in the [NUSA Delegations of Authority Policy](#).
- Only the President, Vice President or General Manager are authorised to make official comment to the media about sensitive or contentious issues, issues of a political nature, or issues relating to NUSA funding, organisational structure or management. This may include:
 - State or Commonwealth government policy or legislation;
 - NUSA policies and/or policy decisions; and;
 - the conduct of NUSA staff members, service agreements and contracts.

6. Speaking on matters related to Collectives

- Collectives should engage with the NUSA Media Officer in regards to any media releases or media statement related to their respective collectives. The NUSA Media Officer role acts as a

conduit between the Collectives and the President. The NUSA Media Officer works closely with the Collectives to ensure any media statement is well considered before it is presented to the President (in the first instance) to be delivered on behalf of NUSA through the appropriate channels. The Media Officer is responsible for managing the process by ensuring a coordinated approach to media releases, social media etc in order to gain maximum exposure for the Association.

- Collective Convenors can make comments to the Media on behalf of their Collective and not on behalf of NUSA as an entity.
- NUSA Staff and Council Members are authorised to provide to the media basic publicly available information on matters of a general nature such as:
 - Office locations and opening hours.
 - Services provided by NUSA, for example, NUSA BBQ's, Free Food Friday etc.
 - Copies of public NUSA publications such as Opus Magazine, Constitution, policy print outs and annual reports.
- The NUSA President may sub-delegate for a Collective Convenor to speak on behalf of NUSA as an entity in regards to a matter of significance to a collective area and as appropriate.

8. Breaches of the Media Policy

Beaches of this policy may be considered to be a breach of the Code of Conduct and dealt with in line with the disciplinary procedures within NUSA's Constitution and NUSA disciplinary policy.

9. Document Version History

Version	Date	Modified By	Details
0.1	04/10/2017	GM	Initial Draft
0.2	24/10/2017	GM	Following NUSAC feedback 10/10/2017
0.2	31/10/2017	NUSAC	Approved for use.