

## MEDIA RELATIONS POLICY



Current version in effect from: 1 Apr 2024  
Approved by Council: 7 Oct 2015  
Revised by Council: 8 May 2019, 14 Sep 2022

### Related Documents

Commonwealth Privacy Act 1988

Victorian Information Privacy Act 2000

*Privacy Policy*

*Regulation 9 Code of Conduct*

*Social Media Policy*

### 1. Rationale

1.1 To preserve and enhance the University's reputation, this policy aims to ensure that any communication with the media, or via media, is managed effectively and consistently.

### 2. Objectives

2.1 This policy provides direction for members of the University when engaging with media representatives or utilising media channels.

### 3. Scope

3.1 The policy applies to public speaking engagements, comments in or to the media, and other activities where the publication of comments may be attributed to the University.

### 4. Definitions

4.1 **Media:** refers to the means of mass communication through broadcasting, publishing, and the internet.

4.2 **Media relations:** refers to personal interaction with representatives from the media (e.g. television, radio, newspaper, and online reporters) and all types of communication in relation to University policy and decisions, including the use of social media.

### 5. Policy Statement

5.1 Members of the University engaged in media-related activities, including any interaction via social media, must be mindful not to damage the University's reputation or purpose, or bring the University into disrepute.

5.2 The University actively encourages teaching and research staff, and honorary and postgraduate researchers, to participate in public debate and share their expertise with the media on topics of interest to the community, using the University name.

5.3 A member of the University of Divinity may not offer an opinion to the media about the University without prior approval from the Vice-Chancellor.

- 5.4 Any requests received from media representatives seeking opinions or comments relating to policy matters or critical incidents at the University, a School, or a College must be referred to the Vice-Chancellor.
- 5.5 A University of Divinity media release may only be issued by the Vice-Chancellor.
- 5.6 Any request from media sources as to whether a person is a current or former student or staff member of the University must be referred to the Vice-Chancellor.
- 5.7 Only authorised staff are permitted to place material on the University's website and social media accounts.

## **6. Acknowledgments**

- 6.1 In the preparation of this policy, reference has been made to *Victoria University Media Policy and Procedures*, and *RMIT Media Policy*.

## **7. Review Date**

- 7.1 This policy must be reviewed no later than 31 December 2027.