

MEDIA RELATIONS PROCEDURE

CONTENTS

1	PURPOSE.....	1
2	SCOPE.....	1
3	PROCEDURE	1
	Freedom to comment.....	2
	Limitations on comments	2
	Comments on behalf of the university.....	2
	Style and branding	3
	Complaints	3
	Emergency and crises communication	3
	Paid media placement.....	4
	Social media.....	4
	Media reporting and evaluation.....	4
4	RESPONSIBILITIES	5
	Compliance, monitoring and review	5
	Reporting.....	5
	Records management.....	5
5	DEFINITIONS	5
6	RELATED LEGISLATION AND DOCUMENTS	5
7	FEEDBACK.....	5
8	APPROVAL AND REVIEW DETAILS.....	6

1 PURPOSE

- 1.1 This procedure outlines how CQUniversity will manage its media liaisons constructively and professionally.

2 SCOPE

- 2.1 This procedure applies to CQUniversity media relations and employees involved in media relations across all University locations and related organisations including controlled entities, research institutes and centres, and committees including the Student Representative Council.
- 2.2 This procedure applies to channels including print and associated online platforms (such as blogs, opinion sites, radio, podcasts and television).
- 2.3 This procedure does not apply to the management of social media. Refer to the [Social Media Policy](#) for further information on this.

3 PROCEDURE

- 3.1 CQUniversity Australia receives media attention at local, state, national and international levels. It is critical to the University's reputation that its interaction with media representatives be managed effectively, in a proactive and reactive manner, to ensure media coverage of CQUniversity is accurate, timely, positive in nature wherever possible, and reflective of the University's strategic aims and corporate values.

Freedom to comment

3.2 This procedure does not limit the freedom of:

- University employees, as private citizens, to comment on community affairs as individuals, although one must not give the impression they are commenting on behalf of the University or as a topic expert from the University
- University students and stakeholders, as private citizens, to comment on community affairs as individuals, or
- University employees to comment on their area/s of scholarly and/or research expertise. In making such comments it would be entirely appropriate to quote one's University position.

Limitations on comments

3.3 Appropriate compliance with this procedure will limit:

- incorrect information about the University being shared with media outlets
- sensitive information about the University being shared with media outlets, and
- the University being implicated in or connected to issues that have the potential to damage the reputation of the University and/or its employees or students.

Comments on behalf of the university

3.4 The University authorises a number of officers to speak on its behalf. Employees (in consultation with Corporate Communications) may engage with the media on topics and issues within their areas of scholarly and/or research expertise: both proactively and reactively to relevant current affairs topics. When employees make comment on behalf of the University, the following provisions apply:

- Unless Corporate Communications gives prior consent, University employees may not make comment on University or Council business. Media comment on University operations should be made by the Vice-Chancellor and President (or their nominee) as the primary spokesperson. Media comment on matters related to the University Council should be made by the Chancellor (or their nominee). In the event that the Vice-Chancellor and President or Chancellor are unable to appoint a nominee to act on their behalf, the Director Strategic Engagement and/or Deputy Director Communications will assign spokesperson duties to another senior University representative based on the specific nature of the enquiry.
- University employees may not make comment on behalf of the University about political or social issues unless this directly relates to their area of expertise.
- The Chancellor (or their nominee) is the only person that may speak on behalf of the Council of Central Queensland University.
- The Vice-Chancellor and President (or their nominee) may speak on all areas of the University's activity.
- The Chancellor and the [Senior Executive](#) are authorised to provide media comment on University affairs.
- Deputy Vice-Presidents, Associate Vice-Presidents, Deans of Schools, Directors (and their nominees) are authorised to speak on matters related to their portfolio, region and school, and where approved on other University business.
- Senior officers of the University as described above may act as University spokespeople for areas within their respective portfolios. They may authorise employees to comment on particular subjects. Where public comments are offered by employees of the University, it is expected that the comments will relate directly to their areas of expertise. If the matter is outside of this area of expertise prior advice and approval should be sought from the Deputy Director Communications.
- When requesting support from Corporate Communications to promote an activity or project, employees must have approvals from relevant managers and external stakeholders prior to promoting the activity. Corporate Communications will not source these approvals prior to publication and distribution.
- University employees should ensure that all content including digital resources have been approved for promotional use prior to engaging in promotional activity.

- The Vice-Chancellor and President may at any time give or withdraw authorisation for any employee to initiate or respond to media contact.
- All media liaison (including that of controlled entities, research centres and other organisational units within the University) will be handled through Corporate Communications, which is responsible for writing, and distributing all media releases/statements from the University, as well as liaising with relevant journalists.
- Employees who become aware of issues or risks that could lead to media inquiries should contact Corporate Communications as soon as possible, so that key messages and an appropriate response can be formulated and key employees briefed.
- Corporate Communications provides high-level advice, support and media training. Employees, researchers, and authorised spokespeople should attend this training upon appointment and refresh their knowledge when training is available.
- Corporate Communications is the central point of call for incoming media enquiries. Any media enquiries received by employees should be directed to the Deputy Director Communications, or to a Communications Officer within this area.
- The University acknowledges that from time-to-time students and stakeholders will be approached for comment by representatives of the media on matters pertaining to University business. Wherever possible, Corporate Communications will endeavour to mitigate potential negative outcomes in such situations by acting as a conduit between students/stakeholders and the media. Where this is not possible, Corporate Communications will endeavour to mitigate potential negative outcomes through targeted media liaison and the use of University spokespeople to present a positive counterbalance in the media.
- Corporate Communications will maintain a calendar of national and international events related to key research areas at the University with an aim to proactively attract media attention.
- If an employee is engaging with a third-party organisation on a promotional activity related to the University, or any activity related to learning, teaching or research, that employee should ensure that Corporate Communications is aware of the opportunity and that Corporate Communications is provided with an opportunity to review any written or digital content prior to publication and distribution. This is to ensure that the University is represented accurately, and that brand and style requirements are adhered to.
- Corporate Communications will comply with any approval protocols set out by a third party when producing materials to be sent to media outlets where the University and a third party is mentioned.

Style and branding

- 3.5 Persons in charge of preparing media items including media releases, feature articles, and UniNews stories should always follow the standards set in the University's [Writing Style Guideline](#) and [Brand Guidelines](#) – particularly when referencing the organisation's name, history, organisational areas and position titles.
- 3.6 Where the Writing Style Guideline contradicts the Australian Style Manual, standards in the Australian Style Manual are to be applied.

Complaints

- 3.7 Complaints regarding the performance of the media or misrepresentation of facts must be made to Corporate Communications, not the media. Corporate Communications will work with relevant media outlets to arrange for a retraction or change to the story.
- 3.8 Employees should direct concerns about University operations and/or policy to the manager of that area and should not speak to the media to raise these issues.

Emergency and crises communication

- 3.9 In an emergency incident or event, or where a crisis has been declared by the University, the importance of defined, clear, and consistent messaging to internal and external University stakeholders is paramount. In such events, employees must refrain from making comment on the University's behalf unless authorised,

and will direct media enquiries to Corporate Communications in every instance. A Crisis Communication Plan is in place to help manage communication during a crisis.

- 3.10 In the event of an emergency or crises, CQUniversity's Crisis Management Control Group will be activated. Once activated this group will coordinate all media relations activities in any declared emergency. Refer to the [Crisis Management Control Group Terms of Reference](#) for further details.
- 3.11 The Associate Vice-President (or nominee) is the head of the Emergency Response Team in any declared emergency pertaining to that campus. The Associate Vice-President (or their nominee) will be authorised to provide media comment in emergency situations relating to their campus; however, advice should first be sought from Corporate Communications as depending on the level of the emergency the Vice-Chancellor and President may need to be appointed as the primary spokesperson. Refer to the [Emergency Response Team Terms of Reference](#) for further details.
- 3.12 No representative of the University is authorised to speak on police matters related to any incidents directly or indirectly involving the University.
- 3.13 In the event of an employee or student death, the University is not authorised to make comment unless otherwise instructed to do so by a member of the deceased persons family or next of kin, and only where this is advisable under the law. This is set out in the [Acknowledgement of Deceased Persons Policy and Procedure](#).

Paid media placement

- 3.14 Paid media placements are a form of advertising and any requests to gain this type of placement must be requested through the Global Brand and Marketing Directorate.
- 3.15 The Global Brand and Marketing Directorate will request appropriate content through Corporate Communications.
- 3.16 Corporate Communications will repurpose existing material, or if nothing appropriate exists, will develop new content in consultation with the requester, provided requests are made ahead of deadlines.

Social media

- 3.17 Media content will be shared where appropriate on social media platforms. Content can include stories developed by the University, stories appearing online that mention the University, and stories that refer to a topic that relates to the University's interests.
- 3.18 Content can be shared on official University channels.
- 3.19 If an employee identifies themselves as an employee of the University and engages in content sharing on social media, the employee should state that their opinions are their own either as part of the post or within their profile bio.
- 3.20 Before engaging on social media platforms related to the University, employees should familiarise themselves with the [Social Media Policy](#).

Media reporting and evaluation

- 3.21 Corporate Communications will prepare and distribute daily media clippings reports related to the University, the higher education and vocational education and training (VET) sectors and industry.
- 3.22 Corporate Communications will utilise reporting functions available on the University's media reporting service to develop annual and quarterly reports.
- 3.23 Corporate Communications will use the University's media reporting service to generate special reports on any trending organisational or sector issue.

4 RESPONSIBILITIES

Compliance, monitoring and review

- 4.1 The Director Strategic Engagement and Deputy Director Communications are responsible for implementing, monitoring, reviewing and ensuring compliance with this procedure.

Reporting

- 4.2 No additional reporting is required.

Records management

- 4.3 Employees must manage records in accordance with the [Records Management Policy and Procedure](#). This includes retaining these records in a recognised University recordkeeping information system.
- 4.4 University records must be retained for the minimum periods specified in the relevant [Retention and Disposal Schedule](#). Before disposing of any records, approval must be sought from the Records and Privacy Team (email records@cqu.edu.au).

5 DEFINITIONS

- 5.1 Terms not defined in this document may be in the University [glossary](#).

6 RELATED LEGISLATION AND DOCUMENTS

[Acknowledgement of Deceased Persons Policy and Procedure](#)

[Brand Guidelines](#)

[Business Continuity Planning and Incident Management Policy and Procedure](#)

[Code of Conduct](#)

[Crisis Management Control Group Terms of Reference](#)

[Emergency Response Team Terms of Reference](#)

[Freedom of Speech and Academic Freedom Policy](#)

[Social Media Policy](#)

[Writing Style Guideline](#)

7 FEEDBACK

- 7.1 Feedback about this document can be emailed to policy@cqu.edu.au.

8 APPROVAL AND REVIEW DETAILS

Approval and Review	Details
Approval Authority	Vice-Chancellor and President
Delegated Approval Authority	N/A
Advisory Committee	N/A
Required Consultation	N/A
Administrator	Director Strategic Engagement
Next Review Date	19/11/2024

Approval and Amendment History	Details
Original Approval Authority and Date	Council 23/10/1993
Amendment Authority and Date	Executive Director (Corporate Services) 14/04/2010; Vice-Chancellor and President 08/05/2013; Vice-Chancellor and President 12/06/2014; Vice-Chancellor and President 11/10/2017; Vice-Chancellor and President 23/11/2017; Editorial amendment 16/11/2020; Director Strategic Engagement 19/01/2021; Vice-Chancellor and President 19/11/2021; Editorial amendments 05/01/2023.
Notes	This document was formerly known as the Media Relations Policy (last approved 23/10/1993).