

Communications and Media Policy

Last Modified	March 2014
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Approval Authority	Director, Student Services and Communications
Contact Person	Manager, Communications and Stakeholder Relations - Student Services and Communications

Introduction

This document outlines the University's position on speaking to the media, news releases and internal communication.

The aim is to enable effective internal communication and to achieve coverage in internal and external media which increases awareness of and regard for the University, its staff, its students, its alumni and other partners and supporters. Staff are encouraged to work with Communications and Media and Stakeholder Relations to promote their teaching and research.

The full range of services can be viewed on the [Communications website \(University Communications website\)](#)

Communications outlets available include the bimonthly newsletter *Chronicle*, the annual *Canterbury* magazine, the weekly staff e-newsletter *Intercom*, the fortnightly student e-newsletter *Juice*, the news and events section of the UC website homepage, a news release and media contact service, and the staff announcements section of the Intranet. Online versions of all publications are available, including searchable archive copies.

The Communications team also monitors media coverage of the University and lists staff who have appeared in print, radio and television in the *UC in the News* section of the Communications and External Relations site. Broadcast recording and transcript services are also available.

Extensive background information about the University is available under the *Media Information* heading on the [Communications website \(University Communications website\)](#)

Definitions

N/A

Media Policy

Academic members of staff are encouraged to speak to the media in their area of expertise. In this role they are speaking as authorities in their area of academic expertise, consistent with the role of a University as critic and conscience of society. Their views are their own and do not necessarily represent the views of the University and should not be construed as official comment or responsibility.

Official University comment is the responsibility of the Vice-Chancellor or the appropriate member of the Senior Management Team or their authorised representative. The Media and Stakeholder Relations, Media Consultant and Manager, Communications and Stakeholder Relations are authorised to provide comment on the University's behalf when appropriate. Where a media enquiry concerns a particular college, school or department, it should be referred to the relevant Head who may speak if they have delegated authority, or refer it to the college office for comment. If other members of staff are approached on a matter that is sensitive or on an issue that is considered to be contentious and they are unable to contact the Head of Department/School (HOD/S), they should immediately consult the Director, Student Services and Communications or Manager, Communications and Stakeholder Relations, who can either advise them or refer the matter to the appropriate authority.

Without due authority, members of staff should not purport to represent the University in media, publications or correspondence (including email). Letters and articles in newspapers should only make reference to the writer's University position when the content of the letter/article is within the writer's area of expertise or responsibility.

Staff should exercise caution when using the University's letterhead. If writing in the capacity of an individual rather than on behalf of the University, a University letterhead must not be used.

All University news releases must be referred to the Communications team for checking and for consideration for posting on the University news section of the UC homepage. Communications and Media and Stakeholder Relations staff are available to assist in drafting and distribution of news releases.

Internal Communications Policy

The Intranet is the preferred vehicle for internal staff communication. All-staff email is restricted to urgent and important announcements, usually at Vice-Chancellor/Senior Management Team level. The Manager, Communications and Stakeholder Relations acts as gatekeeper, in line with their internal communication responsibilities, delegated from the Director, Student Services and Communications.

All other announcements are posted on the Intranet in a staff announcements section. All staff are to receive the weekly e-newsletter *Intercom*.

Procedures

Staff Member

- If approached by the media for comment on a Departmental matter, please refer the enquiry immediately to your HOD/S.
- If approached by the media for comment on University-wide matters, please refer the enquiry to the Director, Student Services and Communications.
- News releases should be referred to the Communications team for checking and for consideration for posting on the news and events website.

Head of Department

- Ensure your staff members are aware of this policy.
- If the enquiry relates to a matter of sensitivity, contact the Director, Student Services and Communications or the Manager, Communications and Stakeholder Relations for advice.
- Please contact the Manager, Communications and Stakeholder Relations at any time for advice on media relations and other communication issues.

Related Documents and Information

University Websites and Intranet

- [Communications webpage \(University Communications website\)](#)
- Email contact: communications@canterbury.ac.nz
- [Internal communications webpage \(University Communications website\)](#)
- [Media webpage \(University Communications website\)](#)

Document History and Version Control Table			
Version	Action	Approval Authority	Action Date
<i>For document history and versioning prior to 2013 contact ucpolicy@canterbury.ac.nz</i>			
1.00	Conversion of document onto new template	Policy Unit	Sep 2013
1.01	<ul style="list-style-type: none"> • Updated hyperlinks; contact and approval authorities. • Changed document title from Communications Policy Incorporating the Internal and Media Communication Policies to Communications and Media Policy 	Director, Student Services and Communications	Oct 2013

1.02	Document review date pushed out.	Policy Unit	Mar 2014
1.03	Hyperlinks updated.	Policy Unit	Jun 2014