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Communications Policy

Incorporating the internal and media communication policies

Category:	University Management
Last Modified:	August 2012
Review Date:	August 2014
Approved By:	Director of Communications and External Relations
Contact Person:	Communications Manager, Ext 6260

Introduction:

This policy outlines the University of Canterbury's position on speaking to the media, news releases and internal communication and is applicable to all staff.

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 the Communications and External Relations to promote their teaching and research.

The full range of services can be viewed on the Communications and External Relations 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.

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 Community Relations, Media Consultant and Communications Manager 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, they should immediately consult staff in Communications and External 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 External 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 Communications Manager in Communications and External Relations acts as gatekeeper, in line with their internal communication responsibilities, delegated from the Registrar.

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 Head of Department.

- If approached by the media for comment on University-wide matters, please refer the enquiry to the Media Consultant in Communications and External Relations.
- 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 these policies.
- If the enquiry relates to a matter of sensitivity, contact the Media Consultant in Communications and External Relations for advice.
- Please contact the Communications and External Relations at any time for advice on media relations and other communication issues.

Notes:

Communications and External Relations

- Community Relations Manager, John MacDonald, Extn 6910
- Communications Manager, Jeanette Colman, Extn 6260
- Media Consultant, Kip Brook, Extn 3325
- Senior Communications Officer, Stacey Doornenbal, Extn 6984
- Communications Officer, Renee Jones, Extn 6072

Email contact

- communications@canterbury.ac.nz

Version Control Table		
Action	**Approval Body**	**Date Amended**
Full Review *Insertion of text: The Corporate Affairs Manager and Communications Manager are authorised to provide comment on the University's behalf when appropriate.*	Registrar	25 June 2008
Full Review *Amended Notes section re Communications team details.*	Registrar	14 December 2009
Rolled for review in April 2012	Registrar	01 March 2012
Full Review	Director of Communications and External Relations	7 September 2012

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