

MEDIA POLICY

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Policy name	Media Policy (Issue Three)
Applicability	University Staff and Students
Policy owner	Vice President Engagement
Contact person	Corporate Communications Manager
Policy status	Approved Policy
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Related policies	Privacy Policy (COR 1.01) Academic Freedom Policy (COR 1.12) Social Media Policy (COR 4.03) Critical Incident & Business Continuity Policy (COR 5.12)

1. OVERVIEW

This Policy is designed to assist members of the University community in their dealings with the [media](#). The Policy is also intended to remind members of the University community that they may not:

- release information to the media that the University is obliged by law to keep confidential; or
- purport to speak on behalf of the University or to bind it without formal authorisation.

2. THE POLICY

2.1. Official University Spokespersons

The Vice-Chancellor is the official spokesperson of Bond University Ltd. This role may be delegated to an appropriate member of staff by the Vice-Chancellor, depending on the particular issue.

No staff member or student is permitted to speak on behalf of the University without approval or delegation from the Vice-Chancellor.

Members of the academic staff who participate in public debate may identify themselves as members of the academic community at Bond University.

Media releases and news stories are to be facilitated through the Corporate Communications Manager (CCM) to ensure that:

- the content of the press release is written in a professional style;
- information is conveyed in an appropriate manner; and
- the CCM is aware of all stories that are released and can arrange appropriate on-site spokespersons.

2.2. Media Enquiries

The CCM and/or Editor of the Newsroom facilitate contact with the media and should be the first point of contact for all media enquiries.

Staff and students should advise the CCM or Editor of the Newsroom if they become aware of any media interest in stories regarding the University and any significant issues that may affect the media profile of the University.

2.3. Freedom to Speak

The University is committed to academic freedom. Members of the University community are free to contribute to public debate, subject to University's Academic Freedom Policy (COR 1.12) and the law, including the law

of defamation, laws regulating harassment, vilification and obscene speech, and the provisions of the [Privacy Act](#), the [Corporations Act](#) and other legislation.

3. DEFINITIONS

Media Public or private organisations that report the news such as magazines, newspapers, radio stations, television stations and broadcasters, as well as online news sites.

4. RELATED PROCEDURES, GUIDELINES AND FORMS

[Media Enquiry Procedures](#)

MEDIA ENQUIRY PROCEDURE

Handling Media Enquiries

Any and all calls from journalists and members of the media received by staff and students must be transferred to the Corporate Communications Manager or Editor of the Newsroom in the first instance.

If there is no answer, or the line is busy, staff members and students should record the following information:

- Date and time of call;
- Name of the person calling (Name and Job Title);
- Name of the publication or station (radio, press or TV) they are calling on behalf of;
- Nature of the call:
 - Name of the person the caller would like a response from (if known);
 - What matter are they enquiring about;
- What type of interview /comment are they seeking (print, radio, spoken on film);
- What is the deadline for an expected response from Bond or its representative?

Next steps: Immediately follow up with Bond's Corporate Communications Manager or in their absence the Communications Advisor or Editor of the Newsroom.

Members of the academic staff are free to speak to the media or in any other forum in their capacity as academics. It is important to consider how comments will reflect on colleagues and the University, as once comment is made to the media any future use is beyond the University's control. It is therefore prudent to consult with the relevant Executive Dean, and/or colleague before commenting to the media. It is also advisable to contact the CCM.

While staff members and students are free to speak to the media on their own behalf, they are not authorised to speak on behalf of the University and may wish to avoid commenting on University matters or issues. The freedom to speak does not mean a staff member or student is required to speak to, or respond to, media queries.

Confidential Information

The University is required by law to keep some information confidential. The *Privacy Act 1988* in particular requires that confidential information like student records (including health data, details of academic performance, and so forth) must not be disclosed under any circumstances.

There is also some information that could be of interest to our competitors, such as confidential financial data and marketing documents. The *Corporations Act* imposes an obligation not to misuse information that is acquired as an employee.