

 BOND UNIVERSITY	MEDIA POLICY
Contact Officer	Head of News and Public Relations
Date First Approved	21 September 2004
Approval Authority	Vice President Engagement
Date of Next Review	2 February 2025

1. PURPOSE AND OBJECTIVES

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. AUDIENCE AND APPLICATION

University Staff and Students

3. ROLES AND RESPONSIBILITIES

Role	Responsibility
Vice Chancellor	Clause 4.1 official spokesperson of Bond University Ltd
PR Manager and/or Head of News and Public Relations	Clause 4.2 facilitate contact with the media

4. POLICY STATEMENT

4.1. 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 Public Relations Manager (PR Manager) to ensure that:

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

4.2. Media Enquiries

The PR Manager and/or Head of News and Public Relations facilitate contact with the media and should be the first point of contact for all media enquiries.

Staff and students should advise the PR Manager or Head of News and Public Relations 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.

4.3. Freedom to Speak

The University is committed to academic freedom. Members of the University community are free to contribute to public debate, subject to the University's Freedom of Speech and Academic Freedom Policy 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.

5. DEFINITIONS, TERMS, ACRONYMS

Media Public or private organisations that report the news such as websites, magazines, newspapers, radio stations, television stations and blogs.

6. RELATED DOCUMENTS

[Media Enquiry Procedures](#)

[Privacy Policy](#)

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

[Social Media Policy](#)

[Critical Incident & Business Continuity Policy](#)

7. MODIFICATION HISTORY

Date	Sections	Source	Details
2 February 2022			

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 Public Relations Manager or the Head of News and Public Relations 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 website, publication or station (radio 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 Public Relations Manager or in their absence the Head of News and Public Relations.

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 Public Relations Manager.

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 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.