

# News Media Procedure

## ***Controlled Document – refer to Intranet for latest version***

Category: General Administration

Date Created: November 2003

Responsibility: Director Public Relations &  
Communication

Date Last Reviewed: September 2017

Approval: Chief Executive

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## **Scope**

This procedure is applicable to all UCOL employees and provides a process to provide news stories to the public and to respond to enquiries from the media. During the course of this procedure it is expected that all UCOL employees will provide reasonable assistance and accurate information to ensure news stories are accurate and timely.

## **Responsibility**

- All staff, managers and consultants who are involved in providing information for news stories are responsible for implementing this procedure.
- The Director PR and Communications will provide the relevant linkages between staff and media contacts.

## ***News media, film and television crews at UCOL***

UCOL is private property and access by any media to UCOL facilities must have the prior approval of the Director PR and Communications. Any on-site media activity must not compromise individual privacy rights or interrupt student learning. UCOL reserves the right to remove any person or persons whose behaviour is deemed inappropriate or not in the best interests of UCOL.

When interviewing and/or filming is occurring, the Director of PR and Communications will ensure:

- Film crews / reporters are greeted / met on arrival where possible;
- UCOL will make suggestions for places to film (in relevant locations that do not interrupt UCOL business or breach individual privacy);
- Filming is observed by a UCOL staff member; and
- Follow-up occurs with journalists afterwards re their intentions to 'air' stories.

News organisations will be informed of UCOL's procedures through UCOL's public website.

## **Procedure**

- All media enquiries must be referred to the Communications Team who will coordinate a response. The Communications Team will identify key messages, appropriate spokespeople and manage the interaction on UCOL's behalf.

Executive Deans have an approving role for news items in their area.

UCOL staff are to alert the Director of Communications as early as possible to potential news stories, requests from media, and the arrival of any film crews.

The procedure for sending letters to the editor is the same as creating and sending out news items. If a staff member is writing letters to the editor in a private capacity it is to be made clear at the time of submitting their letter that the content reflects their views and not necessarily those of UCOL.

### **Related Documentation**

- [News Media Policy](#)