

# Media Policy

## Section 1 - Introduction

(1) The media provides an important platform for the University of Newcastle to promote its achievements. To maximise media impact, it is essential that the University builds and maintains relationships with local, national and international media.

(2) This Media Policy provides a framework for interaction with the media.

## Section 2 - Policy Intent

(3) This policy provides a framework for comments and statements by University staff and students that have the potential to reach the larger community via the media.

(4) University staff are actively encouraged to speak to the media about their achievements and make public comments within their area of expertise. University students are also encouraged to speak to the media about their achievements.

## Section 3 - Policy Scope

(5) This policy applies to verbal and written comments to the media, public speaking engagements, and media releases.

## Section 4 - University spokesperson

(6) Only authorised staff may represent the University of Newcastle's corporate position on matters of interest to the media and/or via public comment.

(7) Authority to speak on behalf of the University is stipulated in the [Delegation of Authority Policy](#).

## Section 5 - Expert comment

(8) In engaging with the media, expert commentator can expect the support of the University. This does not imply endorsement of a particular view put forward, but means that their right to speak as a University staff member in their area of expertise will be upheld.

(9) The University recognises and respects the concept of academic freedom. It expects that staff and students will accept the responsibility that academic freedom imposes: to ensure that information provided to the media and public is supported by peer-reviewed evidence.

## Status and Details

<b>Status</b>	Historic
<b>Effective Date</b>	25th March 2009
<b>Review Date</b>	31st December 2019
<b>Approval Authority</b>	Vice-Chancellor
<b>Approval Date</b>	25th March 2009
<b>Expiry Date</b>	15th September 2022
<b>Responsible Executive</b>	Kent Anderson Deputy Vice-Chancellor Global
<b>Enquiries Contact</b>	Marketing and Communications

## Glossary Terms and Definitions

**"University"** - The University of Newcastle, a body corporate established under sections 4 and 5 of the University of Newcastle Act 1989.

**"Area of expertise"** - An area in which a staff member or a student have been peer-reviewed or published.

**"Student"** - A person formally enrolled in a course or active in a program offered by the University or affiliated entity.

**"Staff"** - Means a person who was at the relevant time employed by the University and includes professional and academic staff of the University, by contract or ongoing, as well as conjoint staff but does not include visitors to the University.