

## **Curtin Student Guild Media Policy**

**Category:** Governance

### **1. PURPOSE**

This is the official media of the Curtin Student Guild (Guild) and provides guidance for employees and officers in their dealings with the media.

All employees and officers are responsible for knowing and understanding the policy.

### **2. POLICY STATEMENT**

This policy outlines the protocols, responsibilities and restrictions in relation to interaction with the media as employees and officers of the Curtin Student Guild.

### **COMPLIANCE**

Depending on the circumstances, non-compliance with this policy may constitute a breach of employment or contractual obligations, misconduct, sexual harassment, discrimination, or some other contravention of the law. Those who fail to comply with this policy may face disciplinary action and, in serious cases, termination of their employment or engagement.

### **3. RESPONSIBILITY FOR IMPLEMENTATION AND COMPLIANCE MONITORING**

- 3.1.** Only the Guild President and/or authorised officers are permitted to comment to the media.
- 3.2.** All media statements are to be approved by the Manager Corporate Relations and/or Guild President.
- 3.3.** Only spokespeople approved by the Manager Corporate Relations and/or Guild President are permitted respond to a media enquiry, speak to or be interviewed by media outlets.
- 3.4.** Employees and officers may not initiate contact with the media unless authorised by the Manager Corporate Relations or the Guild President.
- 3.5.** Employees and officers must direct any media enquiries to the Manager Corporate Relations to ensure that the response is accurate, coordinated, and consistent and in accordance with Guild policy.
- 3.6.** Management, compliance and implementation is the responsibility of the Manager Corporate Relations with day to day administration the responsibility of the Public Relations Officer.

#### **4. DUTY OF CARE TO EMPLOYEES, REPRESENTATIVES AND INDIVIDUALS**

4.1. All employees and officers have the right to refuse to take part in media opportunities.

#### **5. SCOPE OF POLICY**

This policy applies to all employees and officers of the Guild.

#### **6. DEFINITIONS**

##### **6.1. EMPLOYEE**

All staff and casuals.

##### **6.2. STAFF**

All permanent and non-permanent full time, part time and fixed term employees of the Guild.

##### **CASUAL**

A person employed by the Guild and whose pay includes a casual loading, but does not include Staff or Officers.

##### **6.3. OFFICER**

A person who:

- A) Is in accordance with Section 44(7a) of the Act, a Guild member;
- B) Holds an official position elected or appointed in accordance with the Statute Book; and
- C) Is not an employee.

##### **6.4. WORKPLACE**

Area/Environment within any premises of the Guild where work is conducted.

##### **6.5. MEDIA**

May include, but is not limited to:

- Print outlets, television and radio broadcasters, freelance journalists, researchers and film makers, online media, bloggers.

## **7. SUPPORTING PROCEDURES**

- 7.1. All Curtin Student Guild media releases, or joint releases, must be prepared by the Corporate Relations portfolio.
- 7.2. All media information must be approved by the relevant portfolio manager, Manager Corporate and Guild President.
- 7.3. All media information must be issued by the Corporate Relations portfolio.
- 7.4. All media releases are to be issued on the official Curtin Student Guild Media Release template.
- 7.5. Where staff or officers are requested to provide comment directly on operational matters, they are permitted to respond to requests within their acknowledged area of responsibility/expertise only after consultation with the Corporate Relations portfolio.
- 7.6. Where issues of significant public interest or sensitive policy are to be discussed in a public forum, employees or officers must inform the Manager Corporate Relations ideally at least one week prior to the event in order to prepare an issues strategy and advise relevant stakeholders. Likewise employees should provide advance warning of the likelihood of contentious issues. Examples include court cases, ongoing public criticism of an issue, protests, conflict between stakeholders or complaints.
- 7.7. Alternatively if in unforeseen circumstances, media has attended an event where comments or a presentation from an employee has been made, employees must advise the Manager Corporate Relations
- 7.8. Employees and officers are to present the policies and decisions of the Curtin Student Guild in an impartial manner. Media requests for information must be responded to with honesty, accuracy and in a prompt manner in collaboration with the Corporate Relations portfolio.

### **7.9. Roles and Responsibilities**

- 7.9.1. The Corporate Relations portfolio is responsible for drafting all media releases and obtaining approval from portfolio managers, Associate Directors and the Guild President.
- 7.9.2. The Corporate Relations portfolio will advise and assist staff and officers in responding to requests for information and the formulation of pro-active media and communications opportunities/campaigns
- 7.9.3. It is the responsibility of the Corporate Relations portfolio to distribute any media statements to the Executive Council, Managing Director, Associate Directors, media outlets, upload to the website and Guild social media platforms.

7.9.4. It is the responsibility of the Corporate Relations portfolio to document all interactions with the media.

7.9.5. It is the responsibility of the Corporate Relations portfolio to monitor and report on media stories about the Guild, their sentiment, uptake of key messages as well as development of media issues that may impact the organisation.

#### 7.9.6. RELATED DOCUMENTS/LINKS

7.9.7. Curtin student Guild Social Media Policy

7.9.8. Definitions

*Significant issue:* Any local, state, or national issue that can be expected to generate substantial media interest.

*Operational issues:* Routine, non-contentious matters that do not involve comment on government policy.

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<b>Approval Authority</b>	Executive Committee
<b>Review Date</b>	

#### REVISION HISTORY

<b>Revision Ref. No.</b>	<b>Approved/ Amended/ Rescinded</b>	<b>Date</b>	<b>Committee/Board</b>	<b>Resolution Number</b>	<b>Document Reference</b>
New			Executive Committee		