

Media Policy

Section 1 - Summary

(1) This Policy provides direction for Victoria University (VU) staff for engaging with the media. It applies to public speaking engagements; comments in the media; letters to press/books/journals, where it might be expected that the publication/circulation of comments will spread to the community at large and be attributed to the University.

Section 2 - HESF/ASQA/ESOS Alignment

(2) HESF: Standard 7.1 Representation

(3) ESOS National Code of Practice for Providers of Education and Training to Overseas Students 2018: Standard 1 Marketing Information and Practices.

(4) Standards for Registered Training Organisations (RTOs) 2015: Standard 4

Section 3 - Scope

(5) This Policy applies to all University staff, within Australia and offshore, and all types of media engagement including press, radio, television, online, social media and events where media is present.

Section 4 - Definitions

(6) Brand: is a name, term, design, symbol or any other feature that identifies as a product, service or organisation that is distinct from other competitors or institutions. Any reference to Brand within this Policy covers all brands across Victoria University.

(7) Media: includes all media e.g television, print, radio (including their social and digital platforms) and electronic media. This also relates to public information on the internet, such as blogs, video content and social platforms.

Section 5 - Policy Statement

(8) Media liaison will be handled through the Media and Corporate Communications team. Staff wishing to make contact with the media should first consult with a member of this team.

(9) The preparation and distribution of all media releases must be coordinated through and in collaboration with the Media and Corporate Communications team. The team will make judgements regarding the news worthiness and news angles of these stories. This will ensure that:

- a. the release aligns with the VU brand, values and mission;
- b. the content is presented in an appropriate manner;
- c. the media release is disseminated to the most up-to-date and relevant media contacts;

- d. the dissemination of the release is timely;
- e. the media release does not inadvertently attract negative coverage; and,
- f. VU messages are co-ordinated and there are no contradictions.

(10) Staff members contacted directly by the media should advise the Media and Corporate Communications team, preferably before speaking with the media.

(11) Official statements in the name of the University must be authorised as per the [Media Protocol](#). A staff member authorised to speak on behalf of VU to the media may identify themselves by using the University name and/or their official title.

(12) If it is not possible to talk to the Media and Corporate Communications team before talking to the media, staff should:

- a. keep the Media and Corporate Communications team informed of all these discussions; and,
- b. ensure to make it clear to the media that it is your own academic viewpoint.

(13) The University supports and encourages lawful and respectful freedom of expression by Staff. Members of the university community are free to contribute to public debate, subject to the University's [Freedom of Expression Policy](#), [Appropriate Workplace Behaviour Policy](#) and the law (including the law of defamation, laws regulating harassment, vilification and obscene speech, and the provisions of the [Privacy Act 1988 \(Cth\)](#), the [Corporations Act 2001 \(Cth\)](#) and other legislation).

(14) Notwithstanding VU's commitment to freedom of expression as outlined in the [Freedom of Expression Policy](#), VU does not support any form of expression detailed in Clause (14) of the [Freedom of Expression Policy](#).

Section 6 - Procedures

(15) [Media - Social Media Procedure](#)

Section 7 - Supporting Documents and Information

(16) [Media Protocol](#)

(17) Steps for Media Contact

(18) [Freedom of Expression Policy](#)

(19) [Brand Policy](#)

(20) [Brand Guidelines](#)

(21) [Privacy Policy](#)

(22) [Appropriate Workplace Behaviour Policy](#)

Status and Details

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Accountable Officer	Wade Noonan Deputy Vice-Chancellor External Relations and Partnerships 9919 5151
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