

## MEDIA POLICY

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Drafted by	Ellie Clay	Scheduled review date	21 April 2018

### 1. INTRODUCTION

1.1. The media provides a wide-reaching platform for NUPSA to promote its profile, events and achievements to the wider community. NUPSA may also use the media for advocacy in the interest of its members. It is important that any representation of NUPSA in the media reflects positively on the Association, its Executive and its members.

### 2. POLICY STATEMENT

2.1. This policy provides a framework for NUPSA's engagement with the media through comments, statements, public speaking engagements and/or interviews in a manner that is consistent, transparent and fair.

### 3. POLICY SCOPE

- 3.1. This policy applies to NUPSA employees, Executive members and volunteers.
- 3.2. This policy applies to all forms of media interaction including verbal, written or electronic (other than social media, which must be done in accordance with the Social Media Policy).
- 3.3. This policy does not apply to NUPSA's members, as private citizens and students of the University.

### 4. DEFINITIONS

- 4.1. **NUPSA** refers to the Newcastle University Postgraduate Students' Association
- 4.2. **President** refers to the current NUPSA President
- 4.3. **University** refers to the University of Newcastle
- 4.4. **Media** refers to any means of mass communication including, but not limited to, television, film, radio, newspapers, journals, magazines, or any other form of print or electronic publishing. Media platforms may be local, national, or international.

### 5. POLICY DETAILS AND PROCEDURES

- 5.1. As per the University's Media Policy, NUPSA encourages its student members to speak freely to the media about their achievements.
- 5.2. NUPSA will promote the achievements of the Association and its members when it is deemed appropriate to do so by the President.
- 5.3. NUPSA employees, Executive members and volunteers must direct all media enquiries to the President to ensure the response is accurate, coordinated, and consistent with NUPSA's Constitution, Regulations and Policies.
- 5.4. NUPSA employees, Executive members and volunteers must not approach the media without prior authorisation from the President.
- 5.5. Only NUPSA's President or authorised persons may represent NUPSA in the media.
- 5.6. Any official media release from NUPSA must be approved by the President.
- 5.7. NUPSA employees, Executive members and volunteers must not use NUPSA's name, branding or position for personal gain.

- 5.8. Any form of engagement with the media, by NUPSA, should be in line with the University's Code of Conduct to be honest, fair and respectful.
- 5.9. NUPSA does not support using the media to defame, disparage or insult individual people, groups or organisations.
- 5.10. Non-compliance with the provisions of this policy is a serious matter. Depending on the severity and implications of the breach, sanctions may include a warning, counselling, or disciplinary action. Breaches may also result in action being taken by a statutory authority and/or agency.