

# Media Procedures

## Section 1 - Purpose

(1) This Procedure supports implementation of the [Media Policy](#).

## Section 2 - Procedures

### Introduction

(2) Southern Cross University's media activity is coordinated through Marketing, Media and Communications.

(3) The media team, within Marketing, Media and Communications, is responsible for:

- a. generating stories of interest about the University;
- b. writing and distributing media releases;
- c. managing incoming media enquiries and requests;
- d. production of newsletters and other publications;
- e. monitoring and analysis of online, print and broadcast media;
- f. providing advice and media liaison in crisis/critical incidents; and
- g. media training.

(4) The media team works closely with Faculties and Colleges and other University staff in the collection and dissemination of relevant news and information, and exercising editorial judgement in the selection and treatment of content.

(5) The media team conducts its activities in an honest, lawful and ethical manner, and is mindful of the Media and Entertainment Alliance of Australia Code of Ethics.

### SCU News

(6) Southern Cross University media releases are written and distributed via the media team, using the SCU news website [www.scu.edu.au/news](http://www.scu.edu.au/news) or direct to media.

(7) SCU media releases must not be provided to the public domain without prior approval from the Chief Marketing Officer or Vice President (Engagement).

(8) To seek advice or discuss a potential media release email [scumedia@scu.edu.au](mailto:scumedia@scu.edu.au).

### Discover SCU

(9) The University's official e-newsletter is Discover SCU, which can be found at [discover.scu.edu.au](http://discover.scu.edu.au).

(10) To suggest a story or contribute to the newsletter please email [scumedia@scu.edu.au](mailto:scumedia@scu.edu.au).

## **Media comment**

(11) Southern Cross University staff are often called on to provide comment to various media outlets. All media liaison is conducted via the Media Team and staff who are contacted directly by media must alert the Media Team. Where comments are offered to media by members of University staff, they must apply to areas of expertise related to the staff member's individual academic or professional appointment.

(12) Only the Vice Chancellor or delegate may represent Southern Cross University's corporate position on matters related to the operations and activities of the University to the media or via public comment.

## **Media on campus**

(13) Invitations to media to attend events on campus must be issued through the SCU media team. The media team can provide advice on media events.

## **Photos/Video**

(14) Where photographs/videos are being taken/made for use in University publications or on the website, the permission of the subjects needs to be obtained before publication. Copies of the permission slips can be obtained via [publications@scu.edu.au](mailto:publications@scu.edu.au).

## Status and Details

|                              |  |
|------------------------------|--|
| <b>Status</b>                | Historic   |
| <b>Effective Date</b>        | 11th March 2014  |
| <b>Review Date</b>           | 11th November 2016   |
| <b>Approval Authority</b>    | Vice Chancellor  |
| <b>Approval Date</b>         | 7th March 2014   |
| <b>Expiry Date</b>           | 7th September 2023   |
| <b>Responsible Executive</b> | Anna-Maree Shaw<br>Vice President (Future Students and Outreach) |
| <b>Head of Work Unit</b>     | Dean Gould<br>Chief Marketing Officer<br>+61 7 55893281          |
| <b>Enquiries Contact</b>     | Marketing, Media and Communications                              |