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 the Media and Content Team.

(3) The Media and Content Team 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 and Content 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 and Content Team conducts its activities in an honest, lawful and ethical manner.

SCU News

(6) Southern Cross University media releases are written and distributed via the Media and Content Team, using the SCU [news website](#), direct to media or through other agreed channels.

(7) SCU media releases must not be provided to the public domain without prior endorsement from the Director, Customer Experience, Marketing and Digital or authorised nominee.

(8) To seek advice or discuss a potential media release email scumedia@scu.edu.au or content@scu.edu.au.

(9) The University has several official newsletters including Stay Connected, Research News and Southern Cross Matters.

(10) To suggest a story or contribute to the newsletter please email content@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 and Content Team. Staff who are contacted directly by media must alert the Media and Content Team as soon as practicable. 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 authorised nominee, 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 endorsed by the Media and Content Team. The Media and Content Team can provide advice and support for 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 content@scu.edu.au or via the University's [Privacy and Personal Information](#) webpage.

Status and Details

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Responsible Executive	Anna-Maree Shaw Vice President (Future Students and Outreach)
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