



INTERACTION WITH THE MEDIA

AUTHORITY

A Policy of the Adelaide University Union (AUU) enacted pursuant to clause 21 of the AUU Constitution

POLICIES

1. OBJECTIVES

This Policy outlines the principles and processes that govern how and when AUU staff and elected representatives may speak to the media.

2. DEFINITIONS

2.1 The definitions in Clause 3 of the AUU Constitution apply to this policy.

2.2 The following definitions apply to all AUU documents:

“Communications Officer” refers to the staff member delegated by the Executive Officer with responsibility to manage and oversee the communications and public relations of the AUU.

“Media” includes but is not limited to press, radio, and television.

“Elected Representatives” includes but is not limited to directors of the AUU Board, officers of the Student Representative Council (Adelaide) Inc and officers of the Clubs Association Inc acting in the these capacities.

“Executive Officer” refers to the Executive Officer appointed by the Board of the AUU.

“Interview” refers to any time arranged and/or set aside to formally discuss any manner under the likely impression that it is for distribution via media.

“Relevant President” refers to the President of the AUU Board, Student Representative Council (Adelaide) Inc or the Clubs Association Inc.

3. INTERPRETATION

Interpretation of this policy is within the jurisdiction of the President, pursuant to the authority of Board.

4. INTERVIEWS

4.1 AUU staff and elected representatives must seek advice from the Communications Officer when approached by the Media before making comment.

4.2 AUU staff and elected representatives may not grant interviews to the media unless the relevant President approves the interview and this is communicated to

4.2.1 the AUU President (except where they are the relevant President); and/or

4.2.2 the Executive Officer; and/or

4.2.3 the Communications Officer

4.3 The AUU staff and/or elected representatives, together with the relevant President and one of the above persons listed in 4.2 shall agree on a brief which shall outline what may be said on behalf of the AUU or affiliate. The authorisation will be as specific as is practical about the content of the interview.

4.4 So to avoid ambiguity the above shall also apply where AUU staff and/or elected representatives are invited to make comment.

5. MEDIA RELEASES

5.1 All media releases to be released by AUU staff and/or elected representatives must be authorised in accordance with the procedure outlined in Clause 4.2 before they are released.

5.2 All media releases are to be proofed and edited by the Communications Officer.

5.3 All media releases are to be released only by the Communications Officer.

6. University of Adelaide

6.1 The University of Adelaide Communications Officer will be alerted to any planned interview and/or media release to be made by the AUU as deemed appropriate by the AUU Communications Manager.

6.2 Where for the purposes of granting an interview, third party media personnel are required to enter the premises of the University of Adelaide, permission shall be sought in accordance with any relevant University of Adelaide procedures.

HISTORY

REPLACES MEDIA POLICY 28 September 2011

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