

INTERACTION WITH THE MEDIA POLICY

AUTHORITY

A Policy of the Adelaide University Union (AUU) enacted
Pursuant to Clause 21 of the AUU Constitution

POLICY

1. Objectives

- 1.1. To establish rules and processes that govern how and when AUU staff, Student Representative Council and elected representatives of the AUU may engage with the media.

2. Definitions

- 2.1. The definitions in Clause 3 of the AUU Constitution apply to this policy unless specified otherwise below.
- 2.2. 'Elected Representatives' includes but is not limited to AUU Board Directors, Student Media Directors and members of the Student Representative Council (Adelaide) Inc.
- 2.3. 'Executive Officer' refers to the Executive Officer appointed by the Board of the AUU.
- 2.4. 'The Head of Engagement' means the staff member delegated by the Executive Officer with responsibility to manage and oversee the communications and public relations of the AUU.
- 2.5. 'Media' includes but is not limited to press, radio, social media and television other than that within *On Dit*.
- 2.6. 'AUU Staff' includes but is not limited to staff directly employed by the AUU, its affiliates or subsidiaries.

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 may not take part in interviews with the media unless two of:
 - 4.1.1. The President;
 - 4.1.2. The Executive Officer; and/or
 - 4.1.3. The Head of Engagement.

have given authorisation outlining 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.

- 4.2. AUU staff and elected representatives must direct enquiries from the media to the Head of Engagement who will liaise with the AUU President on a response.
- 4.3. On gaining authorisation, AUU staff and elected representatives may not comment to the media on an issue that involves any other affiliate, department or AUU service other than that which they are a direct employee of or elected representative of.
- 4.4. On gaining authorisation, AUU staff and elected representatives may comment to the media on an issue only from the perspective of the affiliate, department or AUU service of which they are a direct employee of or elected representative of.

5. Media Releases

- 5.1. All media releases to be released by AUU staff and/or elected representatives must be approved by the AUU president prior to release.
- 5.2. All media releases are to be proofed and edited by the Head of Engagement.
- 5.3. All media releases are to be released only by the Head of Engagement.

6. Student Representative Council

- 6.1. SRC staff and SRC elected representatives must not comment to the media and/or On Dit on an issue that involves any other Schedule 2 affiliate, department, AUU Board or AUU service other than the SRC.
- 6.2. The SRC and its representatives must expressly confirm when making public statements that those statements are made solely on behalf of the SRC and that the statements are not those of the AUU or any of its other Schedule 2 affiliates.

7. Principles

- 7.1 The AUU does not endorse, authorise or encourage statements which are contrary to law or infringe the rights of third parties.

Version Control Table

Version	Author	Date	Changes
V1.0	Executive Officer	??/??/??	First enacted
V2.0	Executive Officer	25/05/2017	References to “Communications Officer” deleted and Marketing and Communication Manager inserted
V3.0	Executive Officer	20/11/2017	Amend Clauses 2.2, 2.4, 2.5, 5.2, create Section 6, delete Clause 2.2
V4.0		18/09/2018	Amend Clause 1.1, 2.2, 4.2, 4.4, 5.1 Create Section 4. Create Section 7
V5.0	AUU Board	23/11/21	Updated for relevance.