



Media Policy

Purpose

The purpose of this policy is to protect Unitec's reputation from damage caused by the expression of views that are inconsistent with Unitec's values, do not support Unitec's strategic direction or which damage relationships with Unitec stakeholders.

Scope

This is a Unitec wide policy and applies to all staff members, contractors, and consultants at Unitec and its subsidiaries.

Policy Statement(s)

1. Obligation of all staff members to act in the best interests of Unitec

- On occasion Unitec staff members may be contacted directly by the media and asked to make comment on a particular issue or subject: as a private individual; or as an academic or professional expert; or as an official spokesperson for Unitec.
- Notwithstanding the rights of all Unitec staff members to freely express opinions in their private capacity as an individual member of society, and the rights of academic staff members, within the ambit of academic freedom, to make informed comment on societal mores and practice, and challenge held beliefs, policies and structures, all staff members have an obligation under the Unitec Code of Conduct to act in the best interests of Unitec at all times and to protect the reputation of Unitec.

2. Official Spokespersons for Unitec

- The Corporate Communications Manager is the first point of contact for all media enquiries, including during crisis situations.
- In the event that the Corporate Communications Manager is not available or absent from Unitec, the General Manager Governance and External Relations is the first point of contact for all media enquiries.
- Any staff member approached directly by a member of the media must refrain from any comment until the Corporate Communications Manager has been consulted. The only exceptions to this are in respect to Section 3 below.
- The Chief Executive, or another person nominated by them, is the official spokesperson for Unitec and is the only person responsible for providing comment on the Institute. In the event that the Chief Executive is not available or absent from Unitec, the Chief Executive (Acting), or another person nominated by them, will be the official spokesperson.
- The Chair of Council is the official spokesperson for Council related matters.

3. Responding to ad hoc enquiries from the Media

- Any staff member approached directly by a member of the media to comment about Unitec, a student, or a fellow staff member shall immediately direct this person to the Corporate Communications Manager,
- If the media approach an academic staff member for their advice as an Expert on a particular subject area or field of expertise they may provide a response; however, any comments offered by an academic staff member from Unitec purporting to be an Expert, must lie within the staff member's field of expertise and must not include comments on Unitec or its operations.
- Where a staff member is asked to comment on an issue as a private individual, that staff member must make it clear that he or she is speaking purely as a private individual and that the views, opinions and ideas expressed are not necessarily those of Unitec.

Definitions

Term	Means
Expert	someone who has been recognised nationally or internationally for their knowledge in their specified area of expertise.
Media	any news medium either printed, broadcast or electronic designed to spread, promote or distribute information.

Reference Documents

- [1] [Unitec Code of Conduct](#)
- [2] [Privacy of Information Policy](#)

Approval Details

Version number	2	Issue Date	May 2016
Version History	May 2016	To reflect changes in organisational structure	
Approval authority	Executive Leadership Team	Date of Approval	General Manager Governance and External Relations
Policy Sponsor (Has authority to approve minor amendments)	Chief Executive	Policy Owner	General Manager Governance and External Relations
Contact Person	General Manager Governance and External Relations	Date of Next Review	May 2019