

Overview

The aim of UNE advertising is to provide information about the diverse offerings and achievements of UNE to its stakeholders and communities, in a way which protects, promotes and enhances our brand and image, and meets enrolment, research, community and partnership goals.

Any information disseminated in a public forum has the potential to negatively impact UNE's image and reputation. Staff members dealing directly or indirectly with the advertising process need to be aware of the way the University may be perceived and represented.

This policy covers a staff member's responsibilities in relation to the production, placement and approval of UNE advertising, which may include print, radio, television and electronic media.

Separate policies exist for communications with the media (see *UNE Media Policy*) and *Advertising – Staff Recruitment* (see section 9.02 of the HR Management Handbook).

Policy

- 1.1 The advertising procedures are designed to maintain the integrity of the University 'brand' and maximise or enhance the University's image in the public arena.
- 1.2 The production, placement and approval of UNE advertising is the responsibility of the Advertising Coordinator within Marketing and Public Affairs.
- 1.3 'University comment' (as defined in the UNE Media Policy) on UNE policies, offerings and institutional matters in UNE advertising must be first approved by the Vice-Chancellor or the Vice-Chancellor's nominated delegate.
- 1.4 Any 'University comment' in UNE advertising must not endorse, either directly or indirectly, any third party entity without the express written consent of the Vice-Chancellor; the Executive Director, Business and Administration or the Vice-Chancellor's nominated delegate.
- 1.5 UNE content which has been provided to a third party entity for inclusion in non-UNE advertisements, must not be an endorsement of any political campaign, party or candidate.



Responsibilities of Marketing and Public Affairs

- 1.6** Marketing and Public Affairs is responsible for the coordination of matters relating to University advertising, ensuring that UNE is represented consistently and cohesively across the various advertising media.
- 1.7** Staff should give Marketing and Public Affairs advice of all likely or possible University advertising. This allows for sufficient planning for media assessment and recommendation; cost estimates, artwork production, placement and compliance with quality assurance processes.
- 1.8** Funding availability must be confirmed before proceeding with the placement of any advertisement.

Delegations

- 1.9** Various levels of staff have specific delegations as held by the Financial Services Directorate to approve funds for marketing activities up to a certain level and therefore the associated costs, including advertising.
- 1.10** All requests to advertise, including the advertising brief, must be submitted to the Marketing and Public Affairs Directorate with the authorising signatures of the relevant Head of Cost Centre.

Breaches of this Policy

- 1.11** Breaches of this policy which damage UNE's reputation will be dealt with under the University's Misconduct/Serious Misconduct provisions as set out in the University of New England General Staff Enterprise Agreement 2003 - 2006 and Academic Staff Enterprise Agreement 2003 - 2006.

Procedures

- 1.12** Advice should be sought from the Advertising Coordinator, Marketing and Public Affairs, before booking any UNE advertising.
- 1.13** All UNE advertisements, bookings, artwork and production requirements are to be directed to the Advertising Coordinator who will have the responsibility to ensure UNE policy, branding guidelines and approval processes are followed.
- 1.14** All non-UNE advertisements, e.g. joint advertising with a non-UNE entity, or a third party advertisement with UNE supplied content are to be directed to the Advertising Coordinator, who will have the responsibility to ensure UNE policy, branding guidelines and approval processes are followed.

- 1.15** 'Advertorial' (a term used by and acknowledged by the advertising industry to mean 'funded editorial') is considered to be a form of advertising. Any advertorial bookings, artwork and production requirements are to be directed to the Advertising Coordinator who will have the responsibility to ensure UNE policy, branding guidelines and approval processes are followed. Editorial content will be governed by the UNE Media Policy.
- 1.16** Where any advertising is part of a public affairs event, launch or announcement (e.g. launch of a new National Centre) advice should be sought from Marketing and Public Affairs in order to maximise any publicity and ensure University protocol and policy is adhered to.
- 1.17** Procedural guidelines, and/or management plans, consistent with this policy may be issued by the Director, Marketing and Public Affairs, in line with the UNE framework for policies and other instruments.

References

UNE Media Policy

9.02 Advertising – Staff Recruitment

Further Information

Director, Marketing & Public Affairs, ext. 3402, e-mail: director-mpa@une.edu.au

Marketing Services Manager, ext. 2819, e-mail: advertising@une.edu.au

<i>Approved Vice-Chancellor:</i>	<i>30 March 2005</i>
<i>RMO Document No.:</i>	<i>D05/8067</i>
<i>Indicative time for review:</i>	<i>March 2008</i>
<i>Responsibility for review:</i>	<i>Marketing & Public Affairs</i>

Overview

This policy provides direction for the co-ordination of contact between UNE and the media.

It covers a staff member's responsibilities in relation to direct contact with the media, as well as outlining obligations in regards to the management and dissemination of information, which could reasonably reach the media.

"Media" includes all print, radio, television and electronic media.

References

UNE Academic Staff Enterprise Agreement 2003 - 2006

Code of Conduct – Section 17.01 of the Human Resource Management Handbook

Policy

Principles

- 1.1 The core principle of this policy is respect and care for the reputation and image of the University. It requires staff members to conduct themselves as set out in the University's *Code of Conduct 17.01*, and in a way that takes into consideration the impact which their communication or activities may have on UNE's standing in the communities in which we operate: regionally, nationally and internationally.
- 1.2 The concept and practice of intellectual freedom is recognised by the University as essential to the proper conduct of teaching, research and scholarship. While intellectual freedom is a right, it carries with it the duty of staff members to use the freedom in a manner consistent with a responsible and honest search for, and dissemination of, knowledge and truth.
- 1.3 Where relevant, advice should be sought from Marketing and Public Affairs before responding to any media enquiries for University comment.
- 1.4 When ordinarily initiating or responding to a media enquiry, Marketing and Public Affairs may be contacted for advice and expert assistance.

Comments to the Media

1.5 Media comment will generally fall into three categories:

- (i) University comment
- (ii) Academic comment
- (iii) Private individual

University comment

1.6 "University comment" refers to staff making comment as an official University representative on the general state of the University, including its strategies, policies, offerings, and other institutional matters.

1.7 University comment on strategic issues such as, but not limited to, announcements or speculation about new areas of study, government policy, changing UNE policy, enrolments, acknowledgement of external funding etc. must be first approved by the Vice-Chancellor or the Vice-Chancellor's nominated delegates.

1.8 Other University comment, such as information on course offerings or programs may be authorised by the relevant UNE representative who has the delegated authority, e.g. Deans on Faculty matters.

1.9 Any University comment must not endorse either directly or indirectly any political campaign or candidate.

1.10 Any University comment must not directly endorse any commercial arrangements/sponsorships as set out in the relevant University policy.

1.11 Any media inquiry or request for strategic University comment relating to UNE's organisational, policy or institutional activities are to be directed to Marketing and Public Affairs which will consult with the appropriate senior management, and provide advice, as required, to the spokesperson authorised to respond to the inquiry.

Academic comment

1.12 "Academic comment" refers to comment within the staff member's area of expertise and responsibility, including participation in public debates, expressing opinions about issues and ideas related to their discipline area or higher education issues more generally, and initiating and responding to any media issues which may arise within their area of expertise. In this situation, staff can identify themselves as staff members of the University.

1.13 Staff are free to initiate or respond to any media matter within their area of academic expertise or responsibility, however they are encouraged to inform Marketing and Public Affairs of their objectives and seek advice to

maximise any publicity opportunities. Marketing and Public Affairs should be copied on all communications with the media

- 1.14 Any Academic comment must not endorse either directly or indirectly any political campaign or candidate, although comment on political or government policy within an individual's area of expertise is acceptable.

Private Individual

- 1.15 "Private individual" comment refers to the right of any staff member to freely express their opinions in their private capacity as an individual member of society.
- 1.16 It is not the intention of this policy to restrict such rights of any staff member, however, unless they are officially representing the University. Individuals who wish to make public comment must not in any way indicate that they are speaking on behalf of the University (see 17.01 *Code of Conduct*).
- 1.17 When making individual comment, staff must not identify themselves as a staff member of UNE.

Dealing with the media

- 1.18 The outcome of any media communication (with the exception of advertising) is a process that is controlled by the media and not by UNE or any of its staff members. Therefore, any UNE staff member dealing directly or indirectly with the media needs to be aware of the way the University may be perceived and represented.
- 1.19 All comments made to the media should be considered as "on the record", regardless of any commitment given by a member of the media that a comment is "off the record".
- 1.20 Media enquiries should be responded to as soon as practicably possible, being respectful of media deadlines and responsive to requests from the media, without compromising UNE's image or reputation.
- 1.21 All dealings with any member of the media should be conducted with courtesy.

Responsibilities of the Marketing and Public Affairs Directorate

- 1.22 Marketing and Public Affairs coordinates matters relating to University communication with the media, in order that UNE is represented consistently and cohesively to members of the media.
- 1.23 Where there is not a clear contact person on a particular matter, a delegated "spokesperson" will be determined by Marketing and Public Affairs, in conjunction with appropriate senior management.
- 1.24 Staff should advise Marketing and Public Affairs of likely or possible University announcements, on a confidential basis if necessary. This

allows for sufficient planning for UNE to either maximise the potential for positive coverage of important or strategic developments or minimise any potential negative impact.

- 1.25** In addition, staff need to give Marketing and Public Affairs advance notice of any issues, which they may become aware of, which have the potential to negatively impact UNE's image and reputation.

Breaches of this Policy

- 1.26** Breaches of this policy which damage UNE's reputation will be dealt with under the University's Misconduct/Serious Misconduct provisions.

Procedures

- 1.27** Procedural guidelines, and/or management plans, consistent with this policy may be issued by the Director, Marketing and Public Affairs, in line with the UNE framework for policies and other instruments.

Further Information

Director, Marketing and Public Affairs
x3402, e-mail: director-mpa@une.edu.au

Public Relations & Communications Manager
x2779, e-mail: pr@une.edu.au

References

UNE Code of Conduct

UNE Academic Staff Enterprise Agreement 2003 - 2006

Approved Vice-Chancellor:	30 March 2005
RMO Document No.:	D05/8069
Indicative time for review:	March 2008
Responsibility for review:	Marketing & Public Affairs