

MEDIA RELATIONS POLICY

Category	Communications
Policy Owner	Director of Communications
Last review	1 September 2024
Next review	1 September 2029
Approved by	Executive Leadership Team
Effective date	2 September 2024

1. PURPOSE

To ensure the University (**AUT**) manages its media relations effectively and speaks with an authoritative voice on matters pertaining to its operations and values.

2. POLICY

The University acknowledges the role of staff in enhancing the University's reputation through communication of achievements, research and expert opinion via the media and contributing to public discourse and debate.

University staff may comment to the media within their area of expertise.

Only the Vice-Chancellor and staff authorised by the Vice-Chancellor can provide an official comment to the media on University business or on the University position on any matter. All requests for official University comment must be referred to the Director of Communications.

In relation to the media, University staff will:

- Act in the best interest of the University and exercise academic freedom subject to their obligations as a University employee;
- Provide an opinion as academic or professional expert;
- Not speak on behalf of the University;
- Not debate opinions on official University business or position;
- Not engage with the media in any activity or comment which is designed to bring the University into disrepute.

The Communications Team, as part of the Brand and Marketing Services directorate, is responsible for managing official media relations on behalf of the University.

3. DEFINITIONS

Media: for the purposes of this policy, the term Media refers to:

- (a) All mainstream external news channels (including newspapers, radio, television, online news services, and magazines);
- (b) and does not include peer – reviewed academic journals, published conference papers and other forms of academic publishing, or social media channels.

4. SCOPE

This policy applies to all University staff and applies to all interaction with external news media.

While other public communication channels such as social media channels are not within the scope of this policy, it is a general expectation that University staff who identify themselves as such in those forums will abide by the University's Code of Conduct and will not bring the University into disrepute.

5. LEGISLATION AND COMPLIANCE

The University shall comply with all applicable New Zealand laws, legislation and regulations. See also the Register of Key Legislation and specifically:

[Official Information Act 1982](#)

[Privacy Act 2020](#)

[Protected Disclosures \(Protection of Whistleblowers\) Act 2022](#)

6. RELATED PROCEDURES/DOCUMENTS

Social Media Policy
Protected Disclosures Policy
Official Information Policy
Personal Information Policy

Policies and Procedures can be found on [TUJA](#) and the [Policy Hub](#).

7. DOCUMENT MANAGEMENT AND CONTROL

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