

Media Relations Policy

Section 1 - Purpose

(1) The purpose of this Policy is to ensure professional engagement with media.

Section 2 - Application

(2) This Policy applies to traditional and new media. The QUT [Social Media Policy](#) provides further information.

Section 3 - Roles and Responsibilities

Position	Responsibility
Vice-Chancellor and President	Principal spokesperson for QUT on matters of policy or corporate issues or crises, but may delegate this role to an appropriate person, depending on the issue.
Executive Director, Marketing and Communication	Facilitates media contact with subject experts and senior management across the University. Proactively issues news releases and story leads. Responds to incoming requests from journalists. Provides advice and training to staff in engaging media interest and dealing with media. Issues official QUT media releases.

Section 4 - Media Access to Campuses

(3) Media representatives are permitted access to all campuses (however where parking is required, campus parking staff are, where possible, provided with prior advice).

Section 5 - QUT Spokesperson

(4) The Vice-Chancellor and President is principal spokesperson for QUT on matters of policy or corporate issues, but may delegate this role.

(5) Media enquiries are to be referred to Marketing and Communication to ensure a timely and accurate response from the appropriate person.

Section 6 - Issuing Media Releases

(6) All QUT media releases and statements are issued by Marketing and Communication.

Section 7 - Academic Comment in the Media

(7) Marketing and Communication maintains a list of expertise of QUT staff to help media find appropriate interviewees.

(8) Academic staff are encouraged to share their expertise with media on matters of community interest and to talk directly to media on matters within their area of qualification and expertise. Comment on matters outside the academic staff member's area of expertise should be made in their capacity as a private citizen.

Section 8 - Crisis Communication

(9) When a critical incident occurs:

- a. a University-level crisis management team (CMT) is assembled as soon as possible by the University Vice-President (Administration) and University Registrar to establish the facts and to decide what action is necessary, including what needs to be communicated to stakeholder groups;
- b. a single University representative is appointed to handle media enquiries. This person must be available to the University and to the media at any point during the crisis period;
- c. the Vice-Chancellor and President or delegate will be spokesperson;
- d. all media and social enquiries are directed through Marketing and Communication, and
- e. Marketing and Communication, in conjunction with the appointed spokesperson, prepares written media statements for issue as appropriate, coordinates video production and distribution and manages social media. The after-hours telephone numbers of key QUT staff are available from the Central Monitoring Station on ext 85585 at all times, as are numbers for the Executive Director, Marketing and Communication and the Team Leader, Media and Corporate Communications.

(10) QUT has a Counter Disaster Plan for each campus to provide direction to persons who have a responsibility to respond to or undertake a role relating to any disaster or critical incident that may occur on the campus ([Emergency Management Policy](#))

Status and Details

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Policy Owner	Xavier Amouroux Executive Director, Marketing and Communication
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