

# Media Policy

February 2021

## 1. Purpose

- 1.1. UniSport Australia (UniSport) seeks positive editorial coverage of UniSport, our values, activities and events. By engaging with the media, UniSport aims to build awareness of the work we are doing with our members, students, national and state sporting organisations, government and corporate partners.
- 1.2. This policy aims to ensure that UniSport manages our media relationships successfully to showcase UniSport's strengths and ensure UniSport speaks with an authoritative voice on all matters pertaining to our operations and values.
- 1.3. This policy identifies the protocol to be followed in relation to media contact to ensure that positive outcomes are maximised for UniSport and our stakeholders.

## 2. Policy statement

- 2.1. UniSport's aim is to engage with the media to build UniSport's reputation and promote UniSport values, activities, and events. To achieve this, UniSport may authorise associates (employees, directors, contractors, consultants, volunteers, and interns) but only through approval of the CEO or Chair to speak on our behalf.
- 2.2. The General Manager Commercial is responsible for fielding all media enquiries and contacting the CEO or Chair for direction as to who the appropriate spokesperson for comment will be in the lead up to, and during the relevant event.
- 2.3. The UniSport Chair, and the CEO or his/her nominee speaks for UniSport and the UniSport board on all matters. Other members of staff or associates shall not represent themselves as spokespeople for UniSport, unless authorised to do so by the CEO, Chair

## 3. Commenting to the media

- 3.1. Any comments to the media must be restricted to the relevant issues.
- 3.2. Any persons speaking to the media should only comment on issues about which they are knowledgeable. If they are unsure of how to respond, advise the media representative that they will consult with an appropriate UniSport associate and will respond as soon as possible.
- 3.3. Refer to each event by its correct name, including any relevant presenting sponsors.
- 3.4. Do not provide comments "off the record".
- 3.5. Television interviews are to be approved by the CEO prior to proceeding. If the interview takes place on site at an event, wherever possible the interviewee should stand in front of UniSport or sponsor signage and wear appropriately branded clothing.
- 3.6. Radio interviews are to be approved by the CEO prior to proceeding.
- 3.7. All press interviews require the approval of the CEO. If possible where photographs are taken, ensure the interviewee is positioned in front of the UniSport or sponsor signage and wearing appropriately branded clothing.

## 4. Media registration (events)

- 4.1. All media personnel are required to be registered prior to the commencement of the event. For events that UniSport representative teams attend, media should be directed to the General Manager Commercial for accreditation for that event.
- 4.2. For UniSport events, any media group or person wishing to complete a piece on UniSport during the UniSport event must be registered. Registration for the event will be organised through the General Manager Commercial.

- 4.3. Prior to giving any media interview, the journalist must have proof of their registration checked by the General Manager Commercial. All details must be recorded (name, job title, organisation, contact phone and address).
- 4.4. All registration details collected are to be sent to the General Manager Commercial or event media liaison officer for inclusion in the UniSport media contacts database.

## **5. Media Centre (events and team tours)**

- 5.1. During a UniSport event or UniSport representative tour, media operations and enquiries are managed through the appointed media centre. The media centre will be staffed by UniSport associates and are overseen by the General Manager Commercial or an appointed media liaison representative.
- 5.2. The General Manager Commercial is responsible for overseeing and facilitating all communications operations relating to their event which includes media release distribution, media liaison, media conferences, photography, media interview direction, media monitoring, website and newsletter.

## **6. Contacting the media**

### **6.1. Media releases**

- a) All communication methods with the media are approved by the General Manager Commercial
- b) All media releases relating to UniSport events, special events or representative teams will be produced and distributed by the General Manager Commercial, or in his/her absence by the media liaison representative. The media release must be approved by the CEO to release.
- c) All persons quoted in a media release must be contacted to ensure accuracy of quotes before the media release is submitted for approval.
- d) All relevant stakeholders are to be provided with a copy of the release at the same time it is distributed to the media.
- e) Joint media releases can be undertaken and should be managed by the General Manager Commercial.

### **6.2. Media launches**

- a) All media launches relating to a UniSport event and/or representative team must be planned in conjunction with the General Manager Commercial and approved by the CEO
- b) All invitations, signage, information and speeches must be approved by the CEO

### **6.3. Media contact lists**

- a) The General Manager Commercial is responsible for the provision and maintenance of the media distribution lists at a national, state, local and university level.
- b) The list is reviewed annually and updated as required by UniSport associates. All media contacts are to be provided to the General Manager Commercial for inclusion in these lists.

### **6.4. Media monitoring**

- a) Media monitoring provides an indication of media coverage obtained during an event and acts as a measurement tool for sponsors and the UniSport in gauging its success.
- b) The General Manager Commercial is responsible for undertaking media monitoring. Where budget allows this will be provided by external media monitoring agencies.
- c) A report of all media activity at each event should be prepared and sent to the General Manager Commercial to keep on file and for reporting processes.

## **7. Further enquiries**

Any enquiries regarding this media policy should be directed to the CEO/General Manager Commercial in the first instance.