

## Overview

This policy provides protocols around the drafting, approval and distribution of press releases and news stories.

## Protocol

### What is a news story?

A news story is one that members of UNE's Public Relations & Communications staff believe would be of interest to the news media. A story that is mainly of interest only to other UNE staff members is not a news story.

### 1. Story selection

- 1.1. The PR & Communications Unit will only write, distribute or publish press releases that meet the definition of **news story** above. While we can advise you on other ways of reaching internal audiences, such as staff or students, we are not responsible for producing or distributing content that is only of interest to such audiences.
- 1.2. The Unit is happy to consider all news story suggestions – and ideas about strategies for their dissemination – from UNE staff members. If they so desire, staff can also draft their own press releases for submission to the Unit. Final editorial decision, however, including the decision whether or not to run with a story at all, rests with the Unit.
- 1.3. While the Unit welcomes advice from its clients on all aspects of production – including the choice of photos – it will be responsible for the final decisions.

### 2. Approval and distribution

- 2.1. Once it has agreed to proceed with a story, the Unit will provide an estimated date of completion and distribution and keep the client informed if there is a delay.
- 2.2. The dates for the completion and distribution of a story will partly depend on the client's availability to approve/amend a draft and be available for media inquiries, as well as workload within the Unit.
- 2.3. Priority will be given to those stories with broadest appeal among UNE's key target audiences, as well as stories tied to a specific upcoming date or event. Reasonable notice (preferably at least two weeks) should be given of publicity requirements for upcoming events.
- 2.4. The client will receive a draft of the story to make any necessary amendments before the story is finalised and distributed.

2.5. The client must understand that, once a story is distributed to the media, there is no guarantee of its publication – and, if it is published, there is no guarantee that it will not be substantially altered.

### 3. Subject recruitment stories and non-UNE stories

3.1. Stories about research projects that are aimed at recruiting subjects for experiments can be news stories if the focus is on the experiment itself and it is of general interest. Otherwise, such stories do not qualify as news.

3.2. The focus of UNE news stories is UNE, and stories about the activities of UNE staff members outside the University do not usually qualify as news.

### Further Information

Director, Marketing and Public Affairs  
x3402, e-mail: [director-mpa@une.edu.au](mailto:director-mpa@une.edu.au)

Public Relations & Communications Manager  
x2779, e-mail: [pr@une.edu.au](mailto:pr@une.edu.au)

### Updates

<i>Approved Director, MPA:</i>	<i>March 10, 2011</i>
<i>RMO Document No.:</i>	<i>xxx</i>
<i>Indicative time for review:</i>	<i>March 2013</i>
<i>Responsibility for review:</i>	<i>Marketing &amp; Public Affairs</i>