

# UNIVERSITY OF VENDA



## MEDIA RELATIONS POLICY

VERSION NUMBER	DATE (dd.mm.yyyy)	AUTHOR	DESCRIPTION	Reviewed and Approved By	Approval Date
PR 1.01	25.11.2008	Takalani Dzaga	Original Draft	Senior Management Committee	10.12.2008
PR 1.02			1 <sup>st</sup> Revision 1	Institutional Forum	30.07.2009
PR 1.03			2 <sup>nd</sup> Revision 2	Council	27.11.2009

Signature:

University Registrar (Secretary to Council)

Date. 21/ 01/ 2010

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## **1. PURPOSE AND SCOPE**

To provide guidelines and procedures necessary for the proper implementation of the “Media Relations Policy”, and also to ensure effective communication with the media during critical events to minimise the potentially harmful or negative impact such events pose to the business interests, image and reputation of the University. This policy has to be used together with the relevant policies to ensure compliance and constituency in its application.

## **2. OBJECTIVES**

- 2.1 To ensure that any communication that occurs at the University is properly managed through the appropriate institution’s spokesperson when dealing with the media.
- 2.2 To manage issues which the University and its various departments/schools would like to see covered by the media, or dealt with effectively in the media in a responsible, open, uniform manner.
- 2.3 To appoint official spokespersons within the University of Venda and its various divisions who are allowed to deal with the media. This is to ensure that media interaction is limited to those senior personnel who are best qualified and informed to speak to the media.
- 2.4 To ensure that the implementation of the media strategy is coordinated, cost-effective and that it subscribes to the media policy and strategy.

### 3. REFERENCES

NO.	DOC NO.	TITLE
1		MEDIA RELATIONS POLICY
2		INTERNAL COMMUNICATIONS POLICY

### 4. KEYWORDS

None

### 5. RESPONSIBILITIES

It is the responsibility of the Department of Communications, Marketing and Institutional Advancement to ensure that any potential and actual critical event is identified and communicated properly to the media. The Director: Communications, Marketing and Institutional Advancement has to work closely with her/his counterparts in other departments/schools to identify critical issues and share information on critical events so that appropriate approaches and strategies can be formulated to effectively deal with the media.

#### 5.1 Director: Communications, Marketing and Institutional Advancement

- 5.1.1 Continuously update the executive management so that they are informed and kept abreast of all developments pertaining to the management of Media Relations.

5.1.2 Work with, advise and oversee the work of the Department of Communications, Marketing and Institutional Advancement during Media Relations.

5.1.3 Determine the severity of the crisis and determine whether it requires intervention at the Executive level.

## **6. PROCEDURE STATEMENT**

A Media Relations process must be carried out according to the University's Media Relations and Crisis communication policies. The Department of Communications, Marketing and Institutional Advancement has set out its purpose to promote the University's image through an effective and proactive media strategy.

This document covers the University's procedure regarding media relationships, interaction and co-operation with the media as well as internal authorisations and procedures regarding communication with the media.

6.1 All communications with the media shall be co-ordinated by the Department of Communications, Marketing and Institutional Advancement;

6.2 It is the responsibility of the Director: Communications, Marketing and Institutional Advancement to ensure that these processes are properly co-ordinated for accurate and controlled communication with the media.

6.3 To ensure proactive interaction with the media, all Senior Managers of Schools and Departments have to ensure that the Department of Communications, Marketing and Institutional Advancement is informed of all developments and issues in their areas of operations.

### **Approval framework:**

The relevant Dean/s, Directors or delegated managers must keep the Department of Communications, Marketing and Institutional Advancement informed of the issue;

The relevant Dean/s or Director/s should provide the Department of Communications, Marketing and Institutional Advancement with information for the purpose of issuing out a statement.

The Department of Communications, Marketing and Institutional Advancement will be required to approve the final media communiqué on all general matters affecting the entire Institution.

## **7. PROCEDURE /STEPS**

### **7.1 Step 1: Planning and Preparations.**

The following preparations have to be done ahead of any media conference or visit by the media:

7.2.1. The Department of Communications, Marketing and Institutional Advancement has to plan and prepare all the necessary media releases to be disseminated to the media during press conferences or media visits at the University.

7.1.2. Relevant people identified to speak on issues at the conference or visit have to be briefed on the purpose of the conference or visit.

### **7.2 Step 2: Implementation**

During media visits or press conferences, the Director: Communications, Marketing and Institutional Advancement or his/her designate have to ensure the following:

8.2.1 Identify an appropriate person to guide members of the media visiting the University's area(s) of operation.

8.2.2 In the case of press conferences, the Director: Communications, Marketing and Institutional Advancement act as a chairperson and facilitate the involvement of executives in such media briefings.

8.2.3 Help to maintain control over the direction of the press conference and ensure it does not go beyond its brief.

8.2.4 Ensure that every media representative receives all the relevant releases.

**7.3 Step 3: Evaluation and review of the process.**

Efforts to promote good relations with the media must be continuously evaluated.

8.3.1 After press conferences or media visits, detailed analysis of the resultant media coverage has to be conducted and appropriate records be kept.

8.3.2 Such analysis, which could be supplemented by the work of an external monitoring body, has to be studied and a summary of results be communicated to the Vice-Chancellor and Principal/Dean/s Director/s and other executive/s as soon as possible.

**8. Records**

8.1 Log sheets should be completed to ensure that all events following the incidents/crisis are recorded.

8.2 A record of all incoming and outgoing telephone calls should be maintained.

8.3 All press releases should be filed in numerical order, and all press conferences should be recorded.