

**TEMPLATE FOR COVER PAGE OF SUBMISSIONS
TO FORMAL STRUCTURES
UNIVERSITY OF KWAZULU-NATAL**

SUBMISSION IDENTIFIERS:

Title	CHS MEDIA GUIDELINE
Author and position	Ms MaryAnn Francis College Manager Public Relations

APPROVAL HISTORY

Structure consulted	Target date for discussion	Date approved
CMC	17 September 2019	

SUBMISSION CONTENT

Background:

Enhancing the UKZN brand is an important goal at UKZN. Part of this includes media engagement and often College staff are called upon to provide comment. This guideline serves to ensure that proper procedures are adhered to when liaising with the media.

Please take note:

- Providing media commentary is a wonderful opportunity to create brand awareness but also an ideal platform for academics to create a public profile which will assist in funding applications etc....Embrace these opportunities to comment on your field of expertise
- Always ensure that your responses are succinct.
- If you are unable to respond, please refer the journalist to the CHS PR manager so that another staff member can be approached for comment.
- Journalists often come to institutions with tight deadlines. This is a media strategy. Please adhere to these deadlines. No institution would like to see the words "At the time of publishing, no comment was received" in any publication. At UKZN, comment is always provided timeously.
- Note that each time UKZN is mentioned in a publication, we receive AVE's. AVE refers to the cost of buying the space taken up by a particular article, had the article been an advertisement. So essentially it is free advertising.
- It also improves our Google rankings. Each time UKZN is mentioned, we move up the scale with regards to Search Engine Optimization (SEO's). This is extremely beneficial when our stakeholders search on the web for UKZN. Online searching is ranked as the number one option for potential students, staff and partner institutions.

Guideline:

1. Governance/Legal Issues

No CHS staff is permitted to respond to the media regarding Governance issues which may include student protests, allegations of fraud, Legal matters etc..

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Scenario 1: If a query is received from a journalist, the ffg steps must be followed by the CHS

- a. Inform the Corporate Relations Executive Director/Director of Communications.
- b. If the query is related to the CHS, a draft statement must be prepared by the CHS PR manager and sent to the DVC and/Director and/Deans for approval.
- c. The CHS response is sent to the CRD ED/Director.
- d. Any further comments on the matter will be handled by the ED of CRD together with the DVC/ VC.

Scenario 2: If a matter is developing in the CHS, please inform the CHS PR manager so that a holding statement can be prepared in advance of the issue being leaked to the media. This holding statement, after being approved by the DVC/Director/Dean, will be circulated to CMC so that we have a standard response to the matter. The guidelines above will then be followed.

2. Areas of Expertise

Academic staff are permitted to liaise with the media regarding their area of expertise. A directory of experts is prepared annually by the College PR offices and shared on the UKZN website.

The following guideline must be adhered to:

- a. If contacted directly by a journalist/ UKZN Media Relations Unit, inform the CHS PR manager.
- b. Request the journalist to send you the questions in writing in advance of the interview. (NB: This is not always possible)
- c. Discuss the response with the PR manager before responding to the journalist.
- d. Ensure that you only respond to questions specific to your area of expertise.
- e. Ensure that you provide your full title and portfolio at UKZN so that the UKZN Media Unit can obtain the recording/published article via Meltwater News.
- f. If you are a DOH staff member, do not comment unless you have permission to do so from the DOH.
- g. If you are on the JHE, UKZN permits its academics from commenting on their area of expertise. However, ensure that you then provide the journalist with your UKZN portfolio. For eg, HOD at UKZN versus Chief Specialist in the DOH

3. Personal Matters

There have been a few incidents of journalists contacting UKZN staff regarding personal issues and seeking comment. (for example, incidents of malpractice in one's private practice/after hour's business) In these incidents, please note that you are responding in your personal capacity and not on behalf of UKZN. However, please inform the CHS PR manager of such requests as the external media will contact UKZN's Legal team/Media Unit for official comment.