

Controlled Document – Refer to NMIT website or intranet for latest version

MEDIA RELATIONS POLICY

Section	Institute Governance and Management		
Approval Date	22.02.2016	Approved by	Executive Team
Next Review	04.05.2024	Responsibility	Executive Director: Demand Management
Last Reviewed	04.05.2021	Key Evaluation Question	6

PURPOSE

All communications presented, or perceived to be presented, by NMIT should be consistent with NMIT’s values and objectives as outlined in mission statements, goals and strategic plans. The purpose of this policy is to:

- Ensure NMIT delivers a timely, consistent and credible message to preserve, promote and enhance NMIT’s reputation as a provider of high-quality tertiary education.
- Outline the process for identifying, gathering and delivering information to the media, including social media.
- Identify the people and positions authorised to speak on behalf of NMIT.

SCOPE

This policy relates to all written and verbal information and visual images provided to news media, or posted to social media, under the name of Nelson Marlborough Institute of Technology Ltd (NMIT).

The policy covers all external news media including broadcast, electronic, print and web-based, including social media (also refer to [NMIT’s Social Media Guidelines](#) and [Staff Social Media Policy](#)).

The policy applies to all employees and contracted staff as well as members of its governing Board.

GUIDING PRINCIPLES

For consistency of message and professional presentation, the following principles apply:

1. NMIT communication should be clear, concise, use plain English and avoid jargon.
2. Media material issued by NMIT should:
 - Be consistent with NMIT’s vision, mission, values and strategies.
 - Respect the privacy of individuals.
 - Be accurate and timely.
 - Meet legal requirements.
 - Be sensitive to NMIT’s domestic and international cultural communities.
 - Present a positive image of NMIT activities, staff, students and stakeholder relationships.
3. People should represent NMIT in an accurate and professional manner

RESPONSIBILITY

All NMIT staff (employees, contracted individuals and Board members) are encouraged to identify and submit news or any items of public interest, including student or staff activities and achievements, for further action or use by the marketing and engagement team.

The following parties are authorised to speak directly to media on behalf of NMIT:

Chair of the NMIT Board (or delegate),
Chief Executive (or delegate),
Executive Director: Demand Management (or delegate).

PROCEDURE

To ensure NMIT meets objectives of consistent, timely, credible communications, staff are required to comply with NMIT media engagement procedures before information is released on behalf of the institute.

Please refer to the Media Engagement procedure (available for Staff on the intranet) and the [Media Hub](#) on the NMIT website for managing all media enquiries and media responses, and any proactive media releases from the organisation.

There is a single point of contact for all media requests and enquiries (excluding marketing and advertising requests). They are to be directed to the Communications Advisor via email: comms@nmit.ac.nz

REFERENCES

INTERNAL

Media Engagement procedure [for Staff only]

[Media Hub](#) on the NMIT website

[NMIT Social Media Guidelines](#)

[Staff Social Media policy](#)