

UEA Students' Union  
**Media Protocol – April 2020**

**Section 1**  
**Each point from here forward will be numbered 1.1,1.2,1.3**

**Handling media enquiries**

When being reported on by the Media - either by internal UEA Media or externally - it is important that the SU does all it can to get its message across and minimise the impact of any negative press coverage. We also have a series of responsibilities codified in the SU/UEA Memorandum of Understanding around liaison with the University. This Protocol sets out processes to follow and details the role of SU in supporting the processes.

1. The role of UEASU staff in supporting media handling is to ensure that the SU's formal position on an issue is communicated positively, clearly and effectively.
2. As such, staff play an important role in supporting officers (or other governance actors) with responsibility for areas and aspects of the SU in getting their message across.
3. Staff also play a role in advising on handling ongoing media crises & stories, preparing for interviews and proactive media strategies.
4. All requests for comment, interviews or other media enquiries must be sent to the Head of Marketing and Communications or the Activities and Opportunities should none of these be available please contact the Head of Student Opportunities or the Assistant Director of Charitable Services. They will assist to identify the relevant person to provide a comment or deal with the request for interview or media enquiry.
5. Staff will assist the officer(s) in the development of material which reflects the formal position of the SU derived from the constitution, regulations, policy and/or officer responsibility for an issue.
6. It is not the role of staff to help multiple sides in a disagreement play that disagreement out in the media. As such, where an officer disagrees with the position of the SU as written by the relevant officer, they should raise that with the Student Officer Committee or Union Council so that it can be internally resolved.
7. All requests for media appearances and interviews will be subject to an assessment of risk to the UEASU, to be carried out by the member of staff who is dealing with the request. Where risks are identified, the staff will recommend mitigation steps.
8. The Activities and Opportunities Officer is responsible for ensuring that student media give sufficient notice to the SU of requests – student media is required to give at least 48 hours for requests for responses/quotes during normal working hours. Such requests will not be picked up in the evenings or at the weekend. If less than 48 hours' notice is given and it has not been possible, despite reasonable efforts, to provide a response or a quote, student media should be advised that they should not publish the story given there has not been a reasonable opportunity to respond.
9. Where obtaining a quote from an officer(s) or other governance actor(s) is not possible in the timeframe available, a factual quote for the media may be drafted by staff in the name of the SU Spokesperson.
10. Where a quote is requested from an officer but either that officer is unavailable, or the staff member has reasonable determined that it would be inappropriate to source a quote from the officer, staff will contact the Chair of Management Committee for a steer.
11. Where an officer is invited to comment on another officer, they should not provide a formal response in this case but should speak to a member of staff, who will be able to identify and take next steps as appropriate. The exception is where an officer is subject to disciplinary processes, where a statement from the supervising Trustee should be sought.
12. In all cases of requests for quotes, staff will endeavour to contact the relevant officer for comment but if the officer cannot be contacted, they may contact the Chair of Management Committee. If the Chair is unavailable, this should be referred to another member of the Management Committee; and, if the Management Committee is unavailable, they may in extreme cases issue a quote in the name of SU Spokesperson.

13. Any failure to follow these rules may result in disciplinary action, up to and including dismissal. If any staff member is in doubt as to how to respond to a particular enquiry, they are therefore encouraged to seek advice from the Chair of Management Committee.

## **Section 2**

**Each point from here forward will be numbered 2.1,2.2,2.3**

### **UEASU Student Media Protocol**

1. Concrete is the recognised student newspaper of the University of East Anglia and is published by UEA Students' Union. UEATV is the recognised student TV station of the University of East Anglia and is published by UEA Students' Union. LiveWire is the recognised student radio station of the University of East Anglia and is published by UEA Students' Union. Together they will operate under a joint banner of "UEA Student Media Collective" or "the Collective".
2. The Collective will be allocated an overall annual budget by UEASU in accordance with the estimates process. This may be subject to change year on year based on the financial status of the UEASU and the amount allocated in one year does not guarantee that the same amount will be allocated in subsequent years.
3. The budget will be supervised and allocated by the Collective, in accordance with arrangements set out in the Constitution and Bye Laws; in particular the expenditure limits set out in Bye Law 9. Budgetary allocations will be overseen by the Activities and Opportunities Officer and managed by the Head of Student Opportunities. UEASU funding will be used to ensure essential operation and development of the Collective.
4. The Collective will operate as societies under the Constitution of UEASU, save that they may make arrangements to appoint, rather than elect, some or all of their leadership.
5. UEASU Student Media is **editorially independent** and **operationally autonomous**.
  - a. **Editorially independent** means content is the sole responsibility of the editor(s), journalists, producers and volunteers who work on them. Neither UEASU nor UEA nor any other outside organisation can dictate content if that content is legal.
  - b. **Operationally autonomous** means that, as far as possible, the Collective will operate their media outlet, including managing resources, capital and accommodation ensuring the societies sustainability. They may not, however, directly employ staff.
6. Each media society must maintain an up to date inventory of equipment and highlight to UEASU when replacement piece/s are likely to need to be renewed or replaced. A minimum of six months' notice should be given in relation to key or expensive equipment (e.g. mixing board) and four weeks' notice should be given in relation to smaller or less expensive equipment. The UEASU will endeavour to ensure that the Collective is sufficiently resourced to operate effectively and will meet regularly to discuss resource needs both in relation to support, budgets and capital.
7. As set out in the Constitution and Bye Laws, UEASU retains ownership of equipment purchased for the Collective and may, on occasion, borrow equipment on the condition that such equipment will be returned in a reasonable time frame and in the same condition.
8. It is the responsibility of the collective to ensure a process is in place for the loan of equipment - In the event of equipment being lost by the collective, the society will incur the cost of replacing that item via their subs account
9. It is the responsibility of the collective to ensure the equipment in the media centre is not damaged, that the media centre is maintained in a clean and tidy way and that under no circumstances should there be alcohol in the media centre. The collective must also in line with agreed operation ensure the media centre is secure.
10. The Collective is required to comply with UEASU policies, including the SU Code of Conduct, Equal Opportunities and Staff Protocol. It is essential that the Collective complies with the spirit and letter of such UEASU policies.

11. Should any of the Collective ignore advice and guidance provided to them in line with the above referenced policies, or deliberately publish inaccurate content, an embargo on publication from the relevant society may be put in place until an investigation is completed in line with the SU Code of Conduct.
12. Should any of the Collective breach copyright, the fine will initially be covered by the membership fees of the relevant society – should it be required, UEASU will seek legal advice and support for the society in any copyright case if deemed appropriate. In all cases of alleged breach, the relevant society must notify the UEASU immediately.
13. The Collective is required to take steps to ensure that their own journalists, presenters, producers and volunteers are sufficiently trained in media legal issues and must attend designated training provided to them by UEASU.
14. All publications produced by the Collective must take care to ensure accuracy and should avoid misleading or distorted information or images, including headlines which are not reflective of the text. Should inaccuracies occur, they must be corrected in good time and, where appropriate, an apology should be published.
15. The formal publisher of all Collective content (including that on the web) will be the UEASU Activities and Opportunities Officer. For this reason, the UEASU has a reasonable interest in maintaining a level of oversight regarding Collective publications, as the liability for any inappropriate content would rest with the UEASU.
16. Where content is produced in advance, the Collective must provide the content to the designated member of staff responsible for quote gathering in good time ahead of release in accordance with the Content Approval Cycle set out at Appendix One. They will raise concerns with the Activities and Opportunities Officer in the event of a legal or Staff Protocol issue, who may then refer an issue to Management Committee.
17. UEASU reserves the right to stop printing or distribution in the event of a legal or Staff Protocol issue or, where content has already been published, request its immediate deletion from publication or other appropriate steps (such as a retraction or apology).
18. Day to day requests for quotes, interviews or information on stories for staff or officers of the UEASU should be made via the Head of Marketing and Communications or the Activities and Opportunities Officer who will endeavour to initial response in good time (and in usual circumstances within forty-eight hours) should none of these be available please contact the Head of Student Opportunities or the Assistant Director of Charitable Services. Should there be follow up questions we would expect a similar time frame of response. Please refer to section one (Handling Media Enquiries) point four for further clarity.
19. The Collective will endeavour to plan ahead and, where possible, avoid raising requests for response in the evening or at weekends. The Collective must give the UEASU a reasonable opportunity to respond to enquiries - other than in exceptional circumstances, at least forty-eight hours' notice for requests for responses/quotes should be given. Please refer to one (Handling Media Enquiries) point eight for further clarity.
20. Where an issue, complaint or problem arises that concerns the operation and actions of the Collective, the interpretation of this Protocol or the relationship between UEASU and the Collective, this will be resolved by the Activities and Opportunities Officer and the Editor or President, as appropriate. They may for these purposes appoint others to attend meetings to resolve any such issue, complaint or problem.
21. Complaints received by the UEASU in relation to content produced by the Collective will be dealt with through the UEASU complaints procedure and remedied as above by the Activities and Opportunities following an investigation. Should the Collective receive a complaint directly, they should immediately notify the Activities and Opportunities Officer and Head of Student Opportunities of this and their proposed action. This process is defined in appendix two of this document
22. UEASU may make reasonable requests for the support of the Collective on events and campaigns run by UEASU. This may include, but is not limited to, adverts in Concrete, radio coverage/ adverts, and filming services.
23. Where relevant, the Collective will follow the Independent Press Standards Organisation [Editor's Code of Practice](#) and the [National Union of Journalists Code of Conduct](#) or TV/Radio the [Ofcom broadcast code](#) to ensure best practice. And any other codes of practice deemed relevant by the SU and Activities and Opportunities Officer.

### **Section 3**

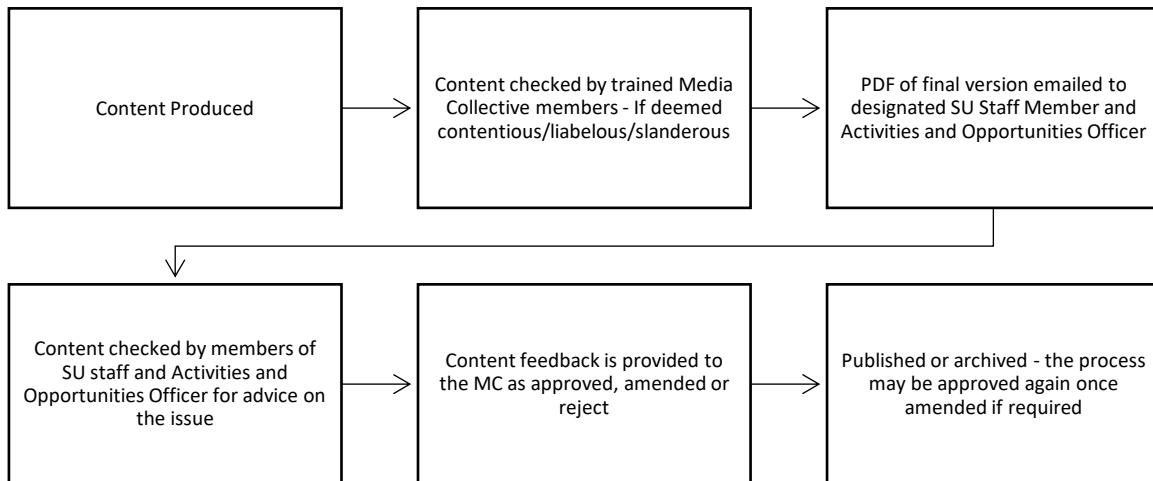
**Each point from here forward will be numbered 3.1, 3.2, 3.3**

#### **UEA and SU Memorandum of Understanding: Media & Communications Extract**

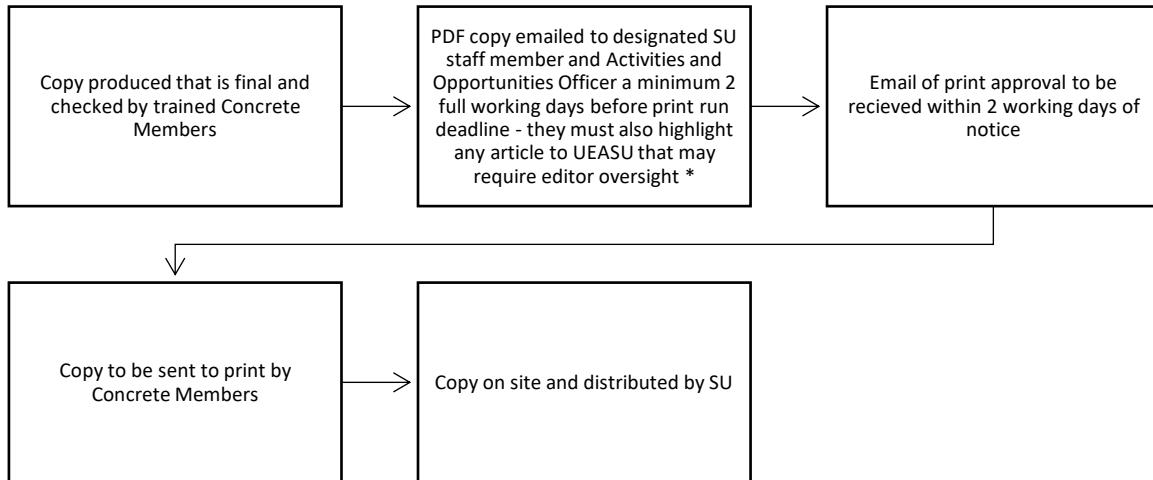
1. All features, articles, letters and advertisements published by the SU in Concrete or any other or successor SU publications are as a result of decisions made by the Editor of the publication, liaising with the SU Trustees or delegated sub-committee as required.
2. All broadcasts, podcasts and advertisements published by the SU's TV or radio station are as a result of decisions made by the Station's Manager and its Management Committee, liaising with the SU Trustees or delegated sub-committee as required.
3. As such these media are all independent of the University and no responsibility is accepted by the University for anything published by the SU. This includes Concrete, other Union publications, the SU world-wide web pages, SU social media sites, LiveWire, UEATV and media broadcasts of any description including television and film.
4. Material which is unlawful may not be published in any SU publications or broadcasts. The SU is required to ensure this is so and, in the event of a breach, will report on this matter to the University at the earliest opportunity. The SU will maintain a 'take-down' policy which outlines its responsibilities around inappropriate publications on its website.
5. The SU is the holder of all the broadcasting licences required for LiveWire to operate, whether over the airwaves or online through the World Wide Web. The SU has agreed to put certain procedures in place to ensure that there is no breach of these licences and that the University is not brought into disrepute by the actions of the SU and its members. In the event of any fines, damages, liabilities or legal action arising due to the SU's actions or the actions of SU societies, clubs or student groups, the University reserves the right to recover the full costs or liabilities incurred by the University from the SU by the University by withholding or reducing the annual grant, subject to the initiation of the dispute resolution procedure.
6. The SU media shall also operate in accordance with the Codes of Practice agreed within the publishing or other relevant industry.
7. Any trading activities carried out by the Concrete office or any other SU media activities will be subject to the same requirements as other Union trading activities.
8. The SU will inform the University as soon as possible if significant external publicity is sought for any issue or when it is invoked by any of its activities.
9. The "University of East Anglia" and "UEA" titles and the University Crest are all the property of the University and the SU shall have the non-exclusive right to reproduce them without charge for social and non-commercial purposes in connection with the charitable purposes of the SU, provided that the style of use complies with the conditions that are laid down by the University to protect its property and interests, including those imposed upon it. The SU shall not be permitted to trademark the University's name or devices.
10. The SU has been granted permission by the University to use the name "University of East Anglia" solely in respect of the name "UEA Students' Union" only for the purposes of the charity for the benefit of UEA students. Any other use by the SU (including any subsidiary or trading companies) of the "University of East Anglia", "UEA" titles and the University Crest, including their use on web pages, or in registered web domain names, and including for the avoidance of doubt for commercial purposes, should be referred to the University's Head of Corporate Communications for approval. The University will need to satisfy itself that the proposed use by the SU integrates with the University's own use of the Crest and titles. Any approval must be given in writing setting out any conditions attached to the approval.
11. The SU may be granted the non-exclusive right to use the "University of East Anglia", "UEA" titles and the University Crest for certain commercial or retail purposes but only where it enters into a formal merchandising licence with the University which will be negotiated with the University or its agent.



## **Appendix One - Content Approving Cycle**



### **Concrete Publishing Timeline**



\* Concrete will be provided to UEASU on the Sunday evening before the publication is printed on the Tuesday

## **Appendix two**

### **Publishing Complaints Procedure**

As referred to in section 2.20 the complaints procedure should be as follows:

- Do not respond
- Temporarily remove the piece
- Alert the Head of Student Opportunities and Activities and Opportunities Officer by email and or person whichever is quicker
- The staff will seek guidance or make a decision
- If given the approval to publish
  - Republish

- If decision is made to edit:
  - Make relevant changes
  - Follow any apology procedure as defined by guidance
  - Republish once authorisation is complete
- If republishing is denied as per Section 2.13 the SU is the final publisher via the Activities and Opportunities Officer, do not republish.

Relevant contact details:

Head of Marketing and Communications Digby Gordon George – [d.gordon-george@uea.ac.uk](mailto:d.gordon-george@uea.ac.uk)  
Activities and Opportunities Officer – Elizabeth Payne – elizabeth.payne@uea.ac.uk  
Head of Student Opportunities - Adam Roche – [adam.roche@uea.ac.uk](mailto:adam.roche@uea.ac.uk)  
Assistant Director of Charitable Services – Claire Boothby-Barnbrook – [C.Boothby-Barnbrook@uea.ac.uk](mailto:C.Boothby-Barnbrook@uea.ac.uk)