

# Education New Zealand Manapou ki te Ao Media Policy

News media are important channels for communicating key ENZ news and updates to the public in New Zealand as well as promoting New Zealand study options to prospective students and parents in source countries.

## ENZ's authorised media spokespersons

- Chief Executive
- General Manager – Marketing and Communications
- Other Senior Leadership Team members on a case-by-case basis.

## Principles for media interaction and responses

- Any media query received via phone or email should be referred to the Director of Communications or a member of the Communications team, who will then coordinate an official response after liaising with appropriate staff members.
- Staff should notify the Director of Communications or a member of the Communications team in case they are approached by the media.
- Staff shouldn't speak to the media or provide any information or comment to the media about ENZ matters unless they have been authorised to do so.
- When corresponding with the media, ENZ's Communications staff will take care to ensure that:
  - communications material is factual and politically neutral
  - the Minister is kept informed
  - information and advice requests are handled promptly and by the most appropriate person, entity, or Minister.
- Communications staff will need to identify whether issues are primarily political or operational, and whether they are handled by the Minister or by the agency.
- Requests for information (separate to requests for comment or a response to claims and/or developing issues) are requests for information as defined in the Official Information Act (OIA).
- Requests for publicly available information or information that is easily on hand will be actioned without delay, typically such requests aren't to be treated as a 'formal OIA' which needs to go through a particular process.

- Where a media query needs significant administrative and/or coordination effort to provide complete and accurate responses within the media's timeframes, the Communications team will clarify with the requestor whether they wish to proceed with their request, and if so, refer that query to the Official Information team for a response.
- If there is significant reputational risk or liability identified, the Communications team will keep the Senior Leadership team and/or the Chief Executive informed of the media query and any potential responses.
- All media requests for photos, filming, interviews are to be discussed with the Director of Communications.
- Any letter to the Editor written in response to articles, opinion columns – whether to clarify a matter or request a correction – will be written and issued by the Director of Communications and/or the Communications team after approval of the GM Marketing and Communications OR the Chief Executive.
- Media responses should reflect a collective, ENZ view.
- All new staff are to be referred to ENZ's Media Policy.
- Staff are free to talk to the media in their private/personal lives, in the same way as other citizens. But there must be a clear separation between the staff member's work role and their personal use of media. The [Standards of Integrity and Conduct](#), political neutrality obligations and agency policies apply to all media communications outside work. For example, staff member could appear in a TV interview in their capacity as a charity volunteer, where it is clear that they are not representing a public sector agency.
- While some aspects of social or other media may be outside a user's control, ENZ will take reasonable care that their media communications do not undermine the political neutrality of the public sector. Maintaining political neutrality in a work role means separating personal political comments in any media, including on social media, from work life. For example, public servants must not link their personal political comments to their LinkedIn work profile.
- As with other types of behaviour, private activity in the media, including social media use, will only be a concern to an employer if it negatively impacts on the employee's role as a public servant. Trust and confidence will be affected by media use that involves unlawful conduct, a breach of the code of conduct or that otherwise brings the employer into disrepute.