

**Subject:** Media protocol

Hi ULG members

I hope this message finds you well.

As you will be aware, the *Australian Financial Review* has engaged in a sustained campaign of hostile reporting on ANU, with 28 negative articles dating back to December 2024.

Recently, an AFR journalist has been reaching out to individual staff members within our organisation for comments and information, and in some instances with demands for staff to justify their qualifications and expertise. This approach is causing distress and anxiety for our staff. We have formally complained to the journalist, requested that names of non-executive staff not be published in reporting, and reiterated that requests for comment are best directed to our Media team that exists to facilitate media engagement across ANU.

While we value transparency and open communication, and the right for academic staff to freely discuss topics within their realm of expertise, it is crucial that we manage our interactions with the media in a coordinated and professional manner.

To ensure the University's messaging remains consistent and accurate, we kindly request that all media and journalist inquiries about matters of university administration be directed to our Media team within the ANU Marketing & Communications division (AMC). This team is equipped to handle media requests and will ensure that our responses align with our organisational policies and strategic objectives.

**To be clear, this does NOT apply to academic staff discussing the results of their research or topics related to their areas of expertise – ANU encourages this and protects the rights of academic staff to do so under our [Academic Freedom and Freedom of Speech Policy](#).**

Here are the steps to follow in the event of being approached by a journalist on an administrative matter:

1. **Acknowledge the inquiry:** Politely acknowledge the journalist's request and inform them that such media inquiries are handled by our Media team.
2. **Direct the journalist:** Provide the journalist with the contact information for our Media team. You can use the following details:
  - a. Email: [media@anu.edu.au](mailto:media@anu.edu.au)
  - b. Phone: [+61 2 6125 7979](tel:+61261257979) (this is a dedicated 24/7 media hotline)
3. **Inform the Media team:** Immediately notify the Media team about the inquiry, including the journalist's name, contact information, and the nature of their request.

A coordinated approach will ensure our responses are well-informed, contextually appropriate and reflect the University's values and objectives.

I would appreciate it if you would communicate this protocol to your teams and ensure that everyone is aware of the proper procedure for handling media inquiries. If you have any questions or need further clarification, do not hesitate to reach out to the Head of Public Affairs, Amy Capuano (copied), or the Media team using the details above.

Thank you for your cooperation and support.

**Steven Fanner**

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