



JESUS COLLEGE CAMBRIDGE

Media engagement policy

Local, national and international media channels often cover stories about Jesus College. The College's aim is to engage with and respond to media stories in an effective and constructive manner which reflects its mission and standards.

1. Policy context

1.1 Relevant College policies and guidelines

When relevant, this policy should be considered alongside the College's:

- Freedom of Speech statement
- Social Media Guidelines
- Filming Policy
- Rules on Behaviour for Students
- Staff handbook.

1.2 Authorisation and review

The policy is overseen by the Communications Committee and signed off by College Council.

Questions about the policy should be emailed to the [Communications and Marketing Manager](#), who will escalate the question if necessary.

The impact of this policy will be monitored. Amendments may be proposed to reflect changing technologies or deal with specific issues.

1.3 Key definitions and scope

For the purposes of this policy, the term **media** includes:

- Printed and online media including newspapers and magazines
- Broadcast media including film, television, radio and podcasts
- Social media platforms including vlogs and video content
- Other online platforms including blogs, forums and virtual reality.

2. General principles

2.1 Freedom of speech and communications support

It is recognised that academic freedom is a fundamental principle of the College as is laid out in the [Freedom of Speech statement](#). All members of the College, within those bounds set by law, have the right to express their own personal views to the media at any time.

Members and staff of the College are encouraged to consult with the Communications and Marketing Manager in the first instance should they have any questions or concerns about media engagement or other public communications. Any College member who requests assistance from the Communications Office when dealing with a media enquiry will receive it.

In addition to the Communications Office, the University's Office for External Affairs and Communications provides advice and support to academic staff concerning media relations. Members of academic staff who are engaged in research are encouraged to take up this opportunity.

2.2 The College's interaction with the media

The College's interaction with the media is managed in order to build and protect its public reputation and those of its members.

Proposed statements and comments to be made on behalf of the College should be sent to the Communications Office in the first instance. Statements and comments made on behalf of the College must be approved by the Master and the Bursar or the Master and the Senior Tutor or, if the Master is unavailable, the Bursar and the Senior Tutor.

In certain situations, the College may authorise the University's Office of External Affairs and Communications to communicate on its behalf.