

## PUBLICATIONS POLICY

<b>Section</b>	University Management
<b>Contact</b>	External Relations
<b>Last Review</b>	June 2014
<b>Next Review</b>	June 2017
<b>Approval</b>	SLT 15/05/82
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### Purpose:

The purpose of this policy is to make the information produced by Massey University about its own activities and capabilities reliable and consistent across all media and production processes and over time.

### Policy:

Massey University's official information will be accurate, consistent, legally compliant, timely and accessible. To this end, clear roles and responsibilities will be defined for those who formulate, publish and maintain this information, whether electronically or in print. Each publication will have a designated content owner who is responsible for ensuring that the publication complies with this policy. Management and release of publications will be authorised by the designated content manager for specific publications and/or categories of publication. The Assistant Vice Chancellor – External Relations will be responsible for the overall administration of the publication policy.

All new and existing Massey University publications issued or reproduced in any language and in any medium, including web, print, video, digital and audio, are required to be of a high standard and to represent fairly and accurately the University's operations, services and terms of trade. The current standards are defined in the *Massey University publication processes & procedures* and in the policies and procedures referred to in the section below, titled Related Policies, Procedures and Documents.

In keeping with Massey University's commitment to be '*a place where Maori language and culture can flourish*', publications in both English and Te Reo Maori are included in the publication policy.

### Definitions:

#### Publishing

Publishing is defined as making or assisting to make information publicly available in a manner which purports to represent Massey University, its programmes of study, capabilities, activities or interests, whether on the University's website or by linking from that website, or through access to the University's data network, or printed, electronic or reproduced in any form whatsoever.

#### Publication types

##### *Primary Publications*

The primary focus of this policy is on the University's official information. This is defined as information which is of a regulatory or contractual nature and is therefore binding on or relied upon by those who deal with the University. The policy in respect of this information is to manage the authorisation, content, standard and format of its production so

that it can be contractually relied upon to represent or describe the University's regulations, policies and practices as well as the services and products which the University offers and the terms on which such services and products are supplied. And in addition demonstrates the University's areas of expertise and enhances the reputation of the organisation.

Publications which contain this type of information include the following:

The Massey University *Calendar* (published or reproduced in any medium, including web, and print).

All materials published or reproduced in any language and any medium, including web, print, DVD, digital and audio, which are prepared for communicating contractual information to prospective, current or past students of the University or to those who influence and support them. Examples of such materials in print are: *Short guide (for future students)*, *Prospectus*, *Your Guide To* booklets, *Accommodation Guide*, *Parent & Whanau Guide*, *International Prospectus*. *The University's corporate publications such as Road to 2025 and University Profile are also included.* Along with enrolment materials including the *Distance Learning Handbook*, College and campus handbooks, information for international students, programme guides and brochures, leaflets, posters, fliers and the like which are produced for the purpose of promoting programmes and services. Examples of such materials on the web are: [aboutmassey.massey.ac.nz](http://aboutmassey.massey.ac.nz), [enrol.massey.ac.nz](http://enrol.massey.ac.nz), [events.massey.ac.nz](http://events.massey.ac.nz), [distancelearning.massey.ac.nz](http://distancelearning.massey.ac.nz), [engine.ac.nz](http://engine.ac.nz), [fees.massey.ac.nz](http://fees.massey.ac.nz), [international.massey.ac.nz](http://international.massey.ac.nz), [futurestudents.massey.ac.nz](http://futurestudents.massey.ac.nz), [research.massey.ac.nz](http://research.massey.ac.nz), [student-services.massey.ac.nz](http://student-services.massey.ac.nz) programme pages and college/department etc pages.

All advertising communications, including television, cinema, newspaper, radio, magazine, flyers, leaflets, web banners, posters, electronic recordings, CDs, DVDs, vehicle and outdoor advertising, email, phone, SMS and direct mail campaigns and all other advertising formats.

All materials published or reproduced in any language and any medium, including web, print DVD, digital and audio, prepared for the purpose of communicating contractual information to the University's business partners, research partners and stakeholders. Examples of such materials are: information regarding the Copyright Act, research information booklet, contracting requirements, templates and forms to be found in the [research.massey.ac.nz](http://research.massey.ac.nz) webpages.

### **Secondary Publications**

The secondary focus of this policy is on information which is not intended to be regulatory or contractual, but rather is teaching material, or is descriptive, interpretative or explanatory about people, activities and issues of interest to those who interact with the University.

Such publications include Study Guides, teaching/learning materials made available within the University's on-line learning environment (Stream or other on-line or distance teaching/learning media) and staff/researcher personal web and blog pages.

The publication policy is not intended to cover scholarly publications such as journal articles and books which are the product of normal academic activities.

The policy in respect of this information is to have procedures in place to ensure that it is fit for purpose, without compromising the appropriate exercise of academic freedom of expression. Where the context does not make the status of the material self-evident, a disclaimer may be required, stating that no representation is being made or implied that the content has official endorsement as Massey University policy or should necessarily be contractually relied upon by those who deal with the University.

## **Roles and Responsibilities:**

### **Policy Owner**

The Assistant Vice-Chancellor – External Relations is responsible for administration of the publication policy. Issues of compliance, policy interpretation, maintenance of the policy, processes and procedures and promulgation of the

policy should be referred to the Marketing Director – External Relations. Compliance with the policy will be monitored and reported to the Senior Leadership Team (SLT) on a regular basis.

Implementation of the processes and procedures that enact the publication policy is the responsibility of the operational line managers to whom the internal stakeholders normally report.

### **Content Managers**

Ensure that appropriate policies and standards are in place and adhered to by internal stakeholders. Maintain an up-to-date list of publications, content owners, editors and authors.

The content managers will normally delegate responsibility for particular publications or types of publication to the relevant operational line manager.

The Web Content Manager is responsible for the University's web content management system.

The Director Marketing & Student Recruitment is the content manager responsible for the University's primary publications in print, DVD, video and audio.

The Manager Student Information is responsible for the University's student recruitment, enrolment and website publications.

### **Content Owners**

A content owner is the most senior manager within the section. They have overall responsibility for the accuracy, branding, consistency and timeliness of content in publications under their control as well as for approving content for publication. Content owners are responsible for compliance with this policy and the *Massey University publication processes & procedures*, as well as with other relevant policies and procedures (eg. for the management of copyright, adherence to advertising and branding guidelines and for publication consistent with the Te Reo Policy).

A current content owner must be identified for each publication and it is their responsibility to ensure they are registered with the appropriate content manager. The owner must be a staff member of Massey University, such as heads of departments/institutes/schools who delegate the responsibility for the production of the publication to an editor.

### **Editors**

An editor (or coordinating editor) has delegated responsibility for one or more publications which combine materials belonging to several content owners or authors. An example of a coordinating editor is the Student Information Editor, Student Information, who brings together information owned by colleges and service units to produce the student recruitment and enrolment publications.

It is the responsibility of the content owner to nominate and ensure the current editor is registered with the content manager. The editor must be a staff member of Massey University.

### **Authors**

Create and maintain content for specific publications in whatever format/medium. Authors must submit material to content owners for approval before publication.

### **Content Sources:**

Massey University has a number of authorised central repositories which serve as the primary locations of official information. These are described in the *Massey University publication processes & procedures*. Authorisation to place or amend content in these repositories and to define templates and formats rests with the executive person or bodies delegated by Massey University to manage each particular type of information. For example, Council through Academic Board is the authorising body for programme and paper information, Council is the authorising body for fees, Pro-Vice Chancellors authorise timetable information for their College's teaching programmes.

All publications that use or incorporate official university information must be constructed from (and web pages linked to) the primary version of the information contained in the authorised central repositories, since duplication of the

content introduces risks to the integrity of the information. The content manager has the authority to decline or terminate publication of material that places the primacy of the authorised central repositories at unnecessary risk.

### **Storage and security**

Servers, network infrastructure and databases used to store publicly available web content or files for publication in print and other media must adhere to the University's current policy and service levels for administration, security, backup and maintenance. These requirements are available from Information Technology Services (ITS).

The Chief Information Officer is accountable for the hardware and network integrity and security of the University's authorised central repositories. Web servers and other infrastructure managed by units other than ITS which are used to store publicly available web content or files for publication must adhere to the same policies and to comparable service levels for administration, security, backup and maintenance as apply to ITS. Accountability for adherence rests with the business owner of the unit concerned.

### **Branding**

All primary publications are required to comply with Massey University's current branding and design standards, and content must be written to a high standard. Guidelines are outlined in the Massey University's *Brand Guidelines*. Approved templates and guidelines for print and electronic publication are available from External Relations Marketing or the Massey University Design Studio.

Both primary and secondary publications must comply with the Massey University's current branding and design standards. They must display the Massey University name and crest, the engine of the new New Zealand logo (for domestic publications), an authorised disclaimer and, in the case of web publications, contact for feedback and links to the Massey home page.

### **Advertising**

All advertising must be constructed from templates and formats made available by External Relations, which are also available through the Massey University Design Studio. External advertising agencies must be instructed to obtain and adhere to these templates and formats. Sign off must be gained from Director Marketing & Student Recruitment who has the authority to decline or terminate publication of material that does not comply.

### **Third Party Advertising in University Publications**

Massey University will not normally support third party advertising within its primary publications (eg. banners on its web pages, advertisements in its course booklets, or as enclosures within information packs).

Recognition of sponsors and partners may be incorporated in publications in the form of acknowledgements with prior approval from the Director Marketing & Student Recruitment. The University does not endorse products or services provided by external parties.

### **Audience:**

All staff.

### **Relevant legislation:**

Copyright Act 1994  
Defamation Act 1992  
Privacy Act 1993  
Consumer Guarantees Act 1993  
Fair Trading Act 1986

## Legal compliance:

### Copyright Act 1994

Copyright automatically arises upon creation of an original work and is intended to protect the work from plagiarism, and unauthorised copying and distribution to the public. Copyright specifically includes, literary works, music, artworks, sound recordings, film and computer programmes. Copyright may extend to graphs, compilations, photographs, logos etc. It is illegal to make or distribute copyright material without the specific authorisation from the copyright owner.

### Defamation Act 1992

It is illegal to make false or malicious statements about others in public. Defamation includes libel (written) and slander (verbal). Defamation claims may be made without proof of special damage.

### Privacy Act 1993

It is illegal to use personal information for any purpose other than that for which it is collected. This includes use of personal information and photographs of individuals without their permission.

### Consumer Guarantees Act 1993

The Consumer Guarantees Act 1993 provides for protection of consumers in relation to supply of faulty goods and/or services.

It is illegal to supply goods or services that do not meet the guarantees under the Act. It is illegal to contract out of the Act (with exception of goods supplied for business purposes)

### Fair Trading Act 1986

It is illegal to use misleading or deceptive conduct or to make false representations in relation to goods and services supplied.

All publications must comply with University regulations and policies.

Any issues regarding compliance with or interpretation of this policy should be referred in the first instance to the Assistant Vice Chancellor – External Relations.

## Non-compliance

Adherence to the publication policy is vital in order to conduct the University's business properly and to avoid breaches of the law.

The content manager shall have authority to withhold or withdraw the right to publish or to withdraw from circulation any material that does not comply with the publication policy and may cause reputational damage to the University. This authority may be exercised without prior notice if the nature of the non-compliance is such as to place the university at serious risk, but normally a procedure and timeframe will be established with the content owner for suitable amendments to be made. Corrective action to achieve compliance is the responsibility of the content owner in the first instance. The below legal requirements should be adhered at all times:.

## LEGAL REQUIREMENTS

- All content should adhere to New Zealand law and the regulations and policies of Massey University.
- Inconsistent, inaccurate and outdated information poses a legal risk for the University. Content owners have the responsibility to ensure that content in any Massey University publication is correct, consistent and timely.
- Owners of content are responsible for ensuring that none of the content in Massey University publications infringes copyright and/or current copyright agreements.
- Massey University has a legal duty to maintain the confidentiality of personal information relating to students and staff, including names and addresses and photographs taken for ID purposes. Personal information such as

names and photographs of students and staff should not be made public without prior documented permission from persons concerned.

- The inclusion of defamatory, objectionable or restricted material in a Massey University publication is prohibited and will be treated as misconduct.

### **Related procedures / documents:**

These include, but are not limited to, the following Massey University publications:

[Publication Processes & Procedures](#)

[E-mail and Internet Use Policy](#)

[Use and Access to Information Technology Systems Policy](#)

[Data Network Policy](#)

[Research Use of Information Technology Infrastructure Policy](#)

[Māori@Massey Strategy](#)

[Matua Reo Kaupapa - Māori Language Policy](#)

[Copyright agreements](#)

[Brand Identity guidelines](#)

[Web Design Guide](#)

### **Document Management Control:**

Prepared by: Director Marketing & Student Recruitment

Owned by: AVC – External Relations

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