

## **MASTS Publicity Policy and Protocol**

The purpose of this protocol is to provide guidance to those wishing to publicise MASTS activities or respond to requests for MASTS related information that is likely to have implications for MASTS as a community rather than an individual or institutional level.

This protocol is provided to help ensure that communications are consistent and co-ordinated across MASTS and to facilitate the publication and dissemination of information internally and externally. The protocol is designed to ensure that potentially conflicting information is not released and, where appropriate, to allow the Executive Committee (EC) to be informed and has the opportunity to comment. Such a protocol allows prior notification of any significant publicity to be given to members of the Governing Council and Advisory Board.

Many MASTS member institutions have internal publicity departments/staff which the Directorate may wish to engage in generating and disseminating MASTS publicity.

### *General Publicity*

Any MASTS member institute issuing publicity relevant to MASTS should provide the Directorate with a copy of the material or a reference to it in order that the rest of the MASTS community can be made aware.

The Directorate will circulate any significant publicity material to the EC for comment and agreement before it is released.

### *Requests for Information*

As a matter of principle and courtesy, all requests for information regarding MASTS as an organisation should be routed through the Directorate in the first instance – either the Executive or Operations Director. A decision will be made at that stage as to whether the request can be: serviced by the Directorate, requires expert advice from the MASTS community; and/or requires further comment from the EC.

### *Press Releases*

The Directorate should be provided with copies of any press releases relevant to MASTS which are generated through MASTS member institutions. Ideally, such releases should be provided to the Directorate in advance with reasonable time for comment and circulation to the EC for information and comment if required.

### *Acknowledgement*

It is important that MASTS and those that support it are formally acknowledged on all publicity. An agreed form of words for such acknowledgement will be made available on the MASTS website.

### *Use of the MASTS logo.*

A standard form of the MASTS logo will be lodged on the MASTS website in a range of formats and file sizes to facilitate its use in a variety of publicity media.

### *Communicating publicity to the MASTS community*

The principal means of communicating publicity to the MASTS community will be by direct email, through the website or the News Letter. Those registered on the MASTS website will receive automatic email alerts when the website has been updated with relevant publicity.

The Directorate will endeavour to publicise information on behalf of its member institutions using the MASTS website and email network.

### *Liability*

The Directorate will include a suitable statement on the MASTS website stating that MASTS cannot be held responsible for any third party information which it publishes on behalf of its members or associated parties.

Approved – 27/9/11