**CLUBS – RESPONDING TO MEDIA GUIDE**

From time to time, Arc-Affiliated Clubs will be asked to respond to issues in the media. This media can be both celebratory and critical.

Since Tharunka reports on all things UNSW culture and campus, there will be opportunities when the team will approach Clubs to hear their say and have right of reply.

This could be anything from asking the Turkish Society for a comment on how they’re raising awareness and funds for the recent earthquake through to the Taylor Swift Society on why fans will riot if the Eras tour never comes to Australia.

Whilst the stories could be positive or negative, Clubs have three options on how to respond when asked for comment depending on the situation.

**Suggested responses**

1. No response

It is perfectly fine to say no comment! This approach should be employed if there’s an unresolved grievance or issue at hand or if there isn’t enough information to make an informed statement.

E.g., X Soc does not wish to comment on this subject matter at this time.

1. General comment

This is a simple way to reinforce your club’s values and how they align/don’t align with what Tharunka are asking about. It doesn’t have to feature specifics such as names or story in question.

E.g., X Soc always strives to be inclusive and welcomes all UNSW students from all backgrounds.

1. Respond directly

Speaking to Tharunka directly whether that’s in person, via email or phone is a chance to give details and explain. Tharunka are obliged to respond.

E.g., We at X Soc are saddened to hear about Y but remain hopeful about Z for the following reasons. We encourage anyone struggling to XYZ and reach out to ZYX.

1. Full Statement

Any student has the right to be published in Tharunka. You can write to Tharunka with a personal view or a statement from your Club. Just be mindful that you will need to declare any conflict of interest.

E.g., We would like to explain the series of events related to X.