

WORONI

Australian National University Student Media

ADVERTISEMENT POLICY

I. Purpose

To ensure that all advertising material presented in Woroni publications, and any other publication of the Association including social media platforms, are appropriate for student readership. To provide a consistent method for what constitutes as appropriate advertising and as appropriate advertising revenue.

II. Principles

Without financial independence, the integrity of the Association as a media organisation is compromised – the Association needs to provide a platform for students to create student-only content. The Association therefore should only allow advertisements that are appropriate and relevant to the ANU student body.

III. Process for Advertising Sub-Editor and Managing Editor:

1. Determining whether the item is advertorial in nature:
 - a. An item will likely be advertorial in nature where it promotes a product, service, event, or publicises a job vacancy.
 - b. The decision of whether or not an item is advertorial in nature should be made on a case-by-case basis and is subjective. The Board should however strive for consistency in reasoning and result when analysing alike cases.
2. Determining whether ANUSM should accept payment for publication
 - a. Where an item may appear to be advertorial in nature, the first point of consideration, and primary loyalty, should be given to the Objects section of the ANUSM Constitution. Specifically:
 - s3 (d) “To promote awareness of the variety of curricular and extra-curricular activities undertaken by students of the University;”Where an item falls under s3 (d), or any other provision in the Constitution, the presumption will exist that Woroni has a mandate for its publication. So being, even if the item is advertorial in nature, payment should not be accepted for its publication. Given the board nature of s3 (d), the breadth of the provision should be narrowly

Australian National University Student Media Advertisement Policy

construed. In other words, simply because a student may undertake a particular activity, does not necessarily mean that the activity is “undertaken by students of the University;” the nature of the activity must be student oriented.

- b. The above presumption may be rebutted. Factors to consider when attempting to rebut the presumption include but are not limited to:
 - i. Whether or not the organisation putting forward the article is a student-run organisation. If the organisation is not a student-run organisation, the presumption will very likely be rebutted.
 - ii. Whether or not the organisation putting forward the article has the capacity to pay. If the organisation lacks the capacity to pay, then the presumption will more likely be upheld.
 - iii. Whether or not the activity being advertised is specifically designed for students. If the nature of the activity is inherently student oriented, then the presumption will more likely be upheld.
- c. Where an item is advertorial in nature but does not fall under s3 (d), or any other section of the Constitution, then the presumption will exist that Woroni should accept payment for its publication.

3. Determining whether the piece of advertising is suitable for publication

- a. The piece of advertising must conform to all relevant national and state laws, as well as all rules and regulations of the ANU, and all ethical journalism standards.
- b. A subjective assessment of the suitability of the item may be undertaken by balancing our purpose as stated in the ANUSM Constitution and the principles section of this policy. Noting that suitability is not the same as relevancy. If the advertisement is targeting a niche sub-section of the ANU Student body, it should be deemed just as suitable as an advertisement that targets more mainstream sections.
- c. The expectations of the members of the association should also be taken into account. For example, the members of the association do not expect to consume advertising masquerading as journalism, “native advertising,” however a clear and prominent disclaimer may obviate this concern.

IV. Process for Executive Approval:

The business development sub-editor or managing editor should email the proposed advertisement to the ANUSM executive for approval. The advertisement requires 2/3 approval from the executive to be published within the Woroni publication, online or in print, and on social media. If a graphic is not provided by the external organisation prior to completing a booking form, the executive is allowed to pre-approve advertisements if provided with a brief description of the contents and aim of the advertisement. Within the booking form, a statement will be added to ensure that final graphics have to comply with our advertising policy.

Australian National University Student Media Advertisement Policy

V. Any other information:

When analysing this document, it should be kept in mind that advertising is the primary source of income for many modern journalistic organisations and that a financially secure Woroni provides notable benefits to the students of the ANU.

A financially insecure Woroni undermines the organisation's ability to hold the student representative bodies, and the ANU council, accountable to the students of the ANU. If the university is able to dictate how Woroni operates by indefinitely withholding SSAF, or if Woroni is consistently forced to take out loans, then that aspect of Woroni's mandate is severely undermined. Furthermore, in the not unlikely event that SSAF is cut, Woroni must have a reliable revenue stream to fall back on.

The more money that Woroni earns by itself, the less it needs to request from SSAF. This scenario has the dual benefit of giving Woroni more freedom to spend the money it has (as spending need not fall under a SSAF category).

A financially strong Woroni allows the organisation to maintain high quality publications and personnel.

VI. Policy Details

This policy was created on 03/01/2017

This policy was last updated on 22/06/2017.