

Principles for NSYSU News Releases

2016.12.1

Purpose

To strengthen the external publicity of National Sun-Yat-sen University (hereinafter referred to as “the University”), expand its social influence, disseminate information on important policies, faculty and students’ achievements, the University publishes press releases and provides them for external media to report. The University’s press releases are published on the University’s homepage, via NSYSU News platform and NSYSU Newsletter to enhance the overall image and academic reputation of the University.

Article 1. Topics of press releases

Any topics to enhance the positive image of the University on teaching, research and development, and events, for example:

1. Important achievements: achievements in research, industry-academia cooperation, research papers published in important scientific journals, teaching results.
2. Academic and administrative matters: academic policies, important celebrations, campus facilities
3. Collaborations: industry-academia cooperation, alliances with other universities
4. Honors: awards, contributions, outstanding performance.
5. Other: other newsworthy information.

Article 2. Press conferences

Please inform the Public Affairs Division about any important newsworthy events 14 days in advance for the Division to assist with planning interviews and giving advice on the best way to present news information. Please provide the following details:

1. News article: 400-700 words text with information on the news subject; the text will be edited by the Public Affairs Division and its final version will be sent to the responsible unit for confirmation.
2. Photographs: JPG files only, clear photos with good lighting, related to the subject of the news story.
3. Details: subject, time, place, event agenda, participants.

Article 3. Sending reports to external media

The news materials provided by each unit are evaluated by the Public Affairs Division for release to external media. Please provide the following news information 7 days prior to the event:

1. News article: information on the news subject, 400-700 words text to be edited by the Public Affairs Division. The final version of the news story will be sent to

the responsible unit for confirmation.

2. Photographs: JPG files only, clear photos with good light, related to the subject of the news story.

Article 4. NSYSU News publication

1. Please provide press releases and photos to be published on the University website and NSYSU News platform after verification and edition by Public Affairs Division. (Please take reference of the above press release and photo format)

2. News photos and images not complying with the requirements will not be accepted.

Article 5. Note

To help every unit release media information and provide comprehensive and correct news information for the best promotion results, the Public Affairs Division will retain the right to decide on the promotion channel. Please take note of the following:

1. If the news story fails to meet the deadline or is not sent on time, or if the photographs or images do not conform with the requirements, the news article will not be released. If a major event has a detailed plan and agenda, the responsible unit can still contact the Public Affairs Division even if the date of the event is still unconfirmed.

2. If the content of the news has been forwarded to external media or published by an organization outside of the University or external media, its content cannot be re-sent nor re-published.

3. The news content and photos/images provided by each unit must comply with the copyright law, and the content must be accurate and detailed.

Any dispute over interpretations of these principles shall be resolved in the court of law based on the Chinese version.