

**MEDIA MANAGEMENT**

Approved: Brad Fish  
Chief Executive Officer

Date: 15 / 06 / 2004

**PURPOSE:**

The aim of the policy is to ensure Corporation officers are aware of how to handle media inquiries and responsibilities in relation to the media. It is also aimed at ensuring consistency in our dealings with the media and avoiding accidental leaking of information or misrepresentations to the media.

**POLICY FRAMEWORK:**

Media Management is an issue which covers all areas of the business and is particularly relevant in circumstances where Corporation activities, operations or planning have significant impact on external publics. The policy encourages all officers, including managers, to keep the Corporate Relations Manager informed of emerging or potential issues or opportunities. The aim is to proactively represent the Corporation through the media rather than being reactive.

**APPLICATION:**

This policy applies to all Ports Corporation employees.

**POLICY:**

The media provide a valuable means of disseminating Corporation information and use of the media is generally encouraged. However, contact with the media needs to be approached in a careful and consistent manner, particularly in the case of negative issues.

- All managers and staff should keep the Corporate Relations Manager informed of emerging or potential issues or opportunities. Every effort must be made to proactively represent the Corporation through the media.
- All media inquiries should be directed to the Corporate Relations Manager if possible. However, if the Corporate Relations Manager is unavailable, take details of the journalist's name, phone number, subject and deadline. Pass it on to the Corporate Relations Manager as soon as possible. If the matter is urgent and the Corporate Relations Manager is unavailable, refer the media representative to the Chief Executive Officer.
- Media statements and/or interviews should be first cleared through the Corporate Relations Manager. If the Corporate Relations Manager is not available, the above procedure should be followed.
- Regular media contact by local staff who are responsible for educating or informing the community on Corporation activities is encouraged and indeed may be necessary.

- A short file note should be prepared summarising the nature of any media inquiry and the information provided in response to any media inquiry.
- In most cases, media issues should be handled by one spokesperson. The decision as to who that person should be will be made by the CEO in conjunction with the Corporate Relations Manager in consultation with relevant officers.
- Do not offer information on an “off the record” basis even if the media representative requests that you do so.

**SUNSET CLAUSE:**

This policy will be reviewed by June 2009.