

This policy outlines the coordination of contact between the organisation and the media. It should apply to all staff at all times – 24 hours a day, seven days a week. It is designed to ensure that in all dealings involving all media, the organisation acts in a professional, coordinated manner and that all statements made are accurate and appropriate.

For the purposes of this policy, media contact includes: providing information via media releases or statements, letters to the editor, responding to media enquiries over the phone and via email, interviews or briefings, disclosing information to the media, comments on talkback radio, addressing a seminar or conference where the media are present, and media activities for events, reports, and launches.

- Senior management are responsible for approving all external content for media including media releases, media statements and letters to the editor. The senior management will be the official spokesperson and will coordinate contact with the media either directly or through the responsible person.
- Non-media staff will not initiate media contact or respond directly to media enquiries. Staff will advise the sales and marketing department of likely events, announcements or issues that may attract media interest, and ensure information provided to the sales and marketing department is accurate.
- If non-media staff are contacted directly by a journalist, they will request the journalist's name, contact details, publication or program deadline (date and time), topic, and what they are requesting – for example, an attributable quote, statement, or background briefing. This information should be passed promptly to the sales and marketing department, and the journalist told that this will happen.
- All media enquiries will be referred to the sales and marketing department immediately, and calls returned within one hour, if possible. If unable to comment, the journalist will be referred to an approved list of suitable organisations.
- All spokespeople will be briefed prior to interview and debriefed after. Journalists are to be treated respectfully and courteously by all staff at all times.
- Media responses should always be 'on the record'. They will be truthful and accurate, and not include speculation, guesswork or personal opinion. They will not include disparaging comments about other organisations or individuals.
- All media enquiries, and the organisation's responses, are to be logged by the sales and marketing department.
- Personal or contact details of staff, clients, spokespeople, ambassadors or board members will not be provided to the media without prior consent.
- The release of any information will remain consistent with the organisation's HR and confidentiality policies.
- Media releases will only be issued through senior management.
- If staff require the release of information to the media, they will contact the sales and marketing department who will assist in drafting a media release or statement for approval by the senior management.
- All staff will report emerging issues of potential media and public sensitivity relating to the organisation to the immediate attention of the sales and marketing department.
- The sales and marketing department will work with the senior management and appropriate staff to develop a media response that is consistent with the organization's media strategy and mission.

*'Providing the framework for securing our oceans'*

*Ashley Haw*  
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Managing Director

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