

### **Purpose**

This policy sets protocols for dealing with the media and responding to media enquiries.

Communicating with the media informs the public of the work and policies of C.E.M. Alliance and is important to achieving our strategic objectives.

### **Scope**

The policy applies to all divisions and authorities within C.E.M. Alliance. It applies to all C.E.M. Alliance Employees and Sub-contractors/Private Consultants who may interact with the media within their department's areas of responsibility. It applies to all forms of media interaction, including verbal, written or electronic (other than social media which must be done in accordance with the Social Media Policy).

It does not apply to an emergency event response or major incidents. In the event of an emergency, standard emergency management practices are invoked.

### **Definitions**

*Media:* Organisations that prepare or disseminate mass media information, including reporters, journalists and researchers working for or on behalf of such organisations.

*Significant issue:* Any local, state, or national issue that can be expected to generate substantial media interest.

*Operational issues:* Routine, non-contentious matters that do not involve comment on government policy.

*Major Incident:* Environmental or Safety Incident

*Emergency response event:* a situation that poses an immediate risk to health, life, safety, property or environment.

### Policy

1. **Initiating contact with the media:** You must not initiate contact with the media unless authorised by the Managing Director (or delegate).
2. **Approval:** You must direct any media enquiries to the Managing Director (or delegate) to ensure that C.E.M. Alliance's response is accurate, coordinated, consistent and in accordance with the Code of Conduct. You must not attempt to respond to the enquiry under any circumstances without approval from the Managing Director (or delegate).
3. **Media releases:** All C.E.M. Alliance media releases, or joint releases mentioning C.E.M. Alliance or its divisions, must be approved by the Managing Director (or delegate) and must be issued by the relevant media team. The relevant logo should be included on the media release as per branding guidelines.
4. **Media interviews:** Only spokespeople approved by the Managing Director are permitted to speak to or be interviewed by media outlets.
5. **Operational Issues:** Where professional officers are requested to provide comment directly on operational matters, they are permitted to respond to requests within their acknowledged area of professional expertise, only after consultation with the Managing Director or Delegate.
6. **Significant Issues:** Where issues of significant public interest or company policy are to be discussed in a public forum, employees must inform the Managing Director (or delegate) at least one week prior to the event. Employees should provide advance warning of the likelihood of contentious issues. Examples include court cases, ongoing public criticism of an issue, protests, conflict between stakeholders, complaints, and issues that involve other members of C.E.M. Alliance or their employees. Alternatively, if in unforeseen circumstances, media has attended an event where comments or a presentation from an employee has been made, employees must advise the Managing Director as soon as possible.
7. **Major Incidents and Emergency response events:** In the event of a major incident or emergency event employees must report all incidents to their line manager immediately. The line manager must report the event to the Managing Director or delegate immediately and ensure all communications in relation to the event are either approved by the Managing Director or issued by the Managing Director or Delegate.
8. **Integrity:** Employees are to present the policies and decisions of C.E.M. Alliance and any member of C.E.M. Alliance in an impartial manner. Media requests for information must be directed to the Managing Director (or delegate).

### Procedures

Divisional protocols for staff dealing with the media.

### Roles and Responsibilities

*Managing Director (Or Delegate):*

- Responsible for all interaction with the media
- Responsible for drafting all media releases
- Can advise and assist staff in responding to requests for information and the formulation of pro-active media and communications opportunities/campaigns

### Employee:

- Must direct any media enquiries to the Managing Director or Delegate
- Must raise any potential media issues with their Line Manager or Supervisor
- Must comply with C.E.M. Alliance's Code of Conduct and this Media Policy when media issues arise
- Encouraged to contact their relevant Line Manager with opportunities for pro-active/positive media stories

### Delegations

#### Approve:

- 1) Media spokespeople:
  - Managing Director (or delegate)
- 2) Media releases and responses to media inquiries content and distribution:
  - Managing Director (or delegate)
- 3) Initiating contact with the media:
  - Managing Director (or delegate)

### Legislation

- Nil

### Related Policies

- Code of Conduct
- Social Media Policy

### Other Related Documents

- Nil



**GREG STEELE**  
Managing Director

06/04/21  
DATE