

## Media Relations Policy

Effective Date	
Reviewed by The	
next scheduled review date	
Supersedes	All previous similar policies
Approved by Date	
Approved	

### 1.1 Purpose

This media Relations Policy ensures that all interactions with the media reflect our company's values, uphold our reputation, and protect sensitive information. It also provides guidelines for employees on handling media inquiries and managing public statements.

### 1.2 Scope

This policy applies to all employees, contractors, and third-party partners who may engage with the media on behalf of our company.

#### 2.1. Designated Media Representatives

Only authorised personnel, such as designated PR or media representatives, may speak with the media on behalf of our company. Employees should direct any unsolicited media inquiries to these designated representatives.

#### 2.2. Preparation for Media Interactions

Employees engaging with the media must be fully briefed on company policies, current messaging, and media protocols. All communications should align with our company's mission and objectives, and sensitive topics must be approached carefully.

#### 2.3. Approval Process for Media Statements

The PR team must review and approve all official statements, press releases, and responses to media inquiries. Employees are not permitted to make public statements without prior approval.

#### 2.4. Crisis Communication

In a crisis or unexpected event, all media inquiries must immediately be directed to the PR team. The PR team will develop a response strategy with senior management and authorised personnel to ensure consistent messaging.

### 3.0 Policy Compliance

#### 3.1 Compliance Measurement

Compliance will be monitored through regular audits of media interactions and review of public statements.

### **3.2 Exceptions**

Exceptions to this policy require explicit approval from the Public Relations team

### **3.3 Non-Compliance**

Violations of this policy may result in disciplinary action, up to and including termination.