

**Q203**

## **MEDIA RESPONSE PROTOCOL**

How Enhanced Lifestyles and Lifestyle Assistance and Accommodation Service engages with the media and manages journalists' enquiries is important in building, maintaining and protecting our reputation. As such, all enquiries must be managed in a professional and timely manner.

This Media Response Protocol is designed to support employees, The Boards members and any agency partners, including communicate et al, in the event of an unsolicited media enquiry.

### **Response Protocol**

All enquiries, regardless of whether they are received in person, phone or email, are to be handled by communicate et al.

When an enquiry is received, please:

- Inform them that all media enquiries are handled by communicate et al and you will direct the enquiry to the appropriate person
- In taking the details, ask the caller for:
  - Their full name
  - Media outlet they represent
  - A brief summary of the media request
  - Their deadline
  - Contact details – phone and email
- Share the enquiry with communicate et al as soon as possible via phone or email, copying in the Chief Executive Officer and the senior management
- If an enquiry arises outside of business hours, please contact a communicate team member via mobile in the first instance

### **Approved Spokespeople**

Unless otherwise specified or approved, all media statements, comments and interviews should be attributed to or conducted by CEO Jeremy Mills. If the CEO is not available, communicate et al will work with Jodi McKay to determine the appropriate spokesperson.

### **Important things to remember**

- Behave calmly and professionally no matter what the circumstances
- Do not provide any answers to questions or comment on any issue raised by media contacts – all enquiries must be referred to communicate et al, as per above

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- There is no such thing as ‘off the record’ – any answers or comments you give may be published or aired without consent
- Avoid using the words ‘no comment’ – this can also be published or aired in media

**Key media contacts:** communicate et al - (08) 8331 1444

Vicki Cirillo: [vicki@communicate.net.au](mailto:vicki@communicate.net.au) | 0427 020 909 or Bec Tape:

[bec@communicate.net.au](mailto:bec@communicate.net.au) | 0438 806 983