

# REPRESENTING US IN THE MEDIA POLICY

March 2019 | Version 2

Policy name: Representing us in the media policy  
Date of issue: March 2019  
Policy author: Senior Manager, Media  
Next review: March 2019  
Policy owner: Senior Manager, Media  
Policy sponsor: General Manager, Engagements & Partnerships

## Document management plan

|                                     |  |
|-------------------------------------|--|
| <b>Signed off by policy owner</b>   | Senior Manager, Media, 19 December 2018                                      |
| <b>Signed off by policy sponsor</b> | General Manager Governance, Stakeholders and Communications, 11 January 2019 |
| <b>Signed off by Board</b>          | 18 March   |
| <b>Policy lifecycle</b>             | This policy is to be reviewed every two years                                |

### Keywords

Media, media spokespeople, engagement protocols, channels, communications, news

### Change record

| Version | Description of change                            | Date      | Updated by                       |
|---------|--|-----------|----------------------------------|
| 1.1     | Revised from Representing us in the media policy | 8/10/18   | Penny Johnson and Helen Rickerby |
| 1.2     | Minor amendments from Andy Knackstedt            | 19/12/18  | Helen Rickerby                   |
| 1.3     | Small wording change from Raewyn Bleakly         | 16/1/2018 | Helen Rickerby                   |
| 1.4     | Small wording change from the Board              | 19/3/2019 | Helen Rickerby                   |
| 2       | Published  | 2/4/2019  | Helen Rickerby                   |

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## Purpose

The purpose of this policy is to set out the rules and responsibilities for Transport Agency staff when engaging or interacting with news media.

## Scope

This policy applies to all Transport Agency employees, including permanent staff members (full-time and part-time), temporary staff and contractors.

## Policy statements

News media have a legitimate interest in our activities, and are also an important channel for us in communicating with the public.

This policy and the *Media engagement protocols* have been developed to assist authorised employees to respond to the news media, and to ensure that all employees are able to respond appropriately and professionally when contacted by media.

## Key principles

- We are a transparent, honest and responsive source of information for media.
- Media are important to us – they are a key channel for communicating with our customers and citizens.
- The Transport Agency deals with a large number of stakeholders with different objectives, whose interests need to be considered when we engage with media.
- The Transport Agency has a wide range of functions and responsibilities – media may need to be reminded of our role and our purpose.
- It is important that all Transport Agency staff authorised to engage with media have the tools and training needed to provide consistent messages on relevant issues.

## Key accountabilities and responsibilities

- The Senior Manager, Media has overall responsibility for managing national media issues.
- The regional media managers have primary responsibility for managing region-specific media issues.

### Designated media spokespeople

- Designated media spokespeople must follow the *Media engagement protocols* when managing media enquiries.

### Staff who are not designated media spokespeople

If you receive a media query, and you are not a designated spokesperson:

- advise the caller that you are not the person to help them, but that you will have someone who can help call them back
- ask for the name of their news organisation and the nature of their enquiry
- ask what their deadline is
- refer the query to your regional media manager or to the Senior Manager, Media.

You can find a list of designated spokespeople on the *Media engagement protocols* page on OnRamp.

## Further guidance

Related policies and guidance:

- Media engagement protocols
- Social media policy
- Social media guidelines
- Code of conduct

## Contact

For further information about this policy, please contact your regional media manager, or the Senior Manager, Media.

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