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PRESS AND MEDIA COMMUNICATION

1. STATEMENTS TO THE MEDIA

Ships staff are not authorised to deal with the media or issue statements to the press.

Should [a member of the crew onboard the vessel](#)¹ take a call from a media representative looking for information or a statement, you are to politely refer the call to the Master. You are not to allow yourself to be drawn on releasing bits of information.

The Master is to ask for the caller's name and the organisation he/she represents, the nature of the enquiry and his/her contact details, and to advise the caller that he is not authorised to provide information to the media and must politely refer the caller to the Company. IMMEDIATELY relay the enquiry to the [Marine Director](#)² who will handle the matter.

Should [a member of the office take a call from a media representative looking for information or a statement](#), you are to ask for the caller's name and the organisation he/she represents, the nature of the enquiry and his/her contact details and give the undertaking that a member of management who is a position to assist with the query will promptly return the call. You are IMMEDIATELY to relay the message to the [Marine Director](#) who will handle the matter. You are not to allow yourself to be drawn on releasing bits of information.³

While you are not authorised to say more than this to the media callers, your courteous and business-like manner in giving the 'holding reply' will send positive signals about our company to the callers. As such your "first line of defence" can be just as important as the content of any subsequent media statement.

The Chief Executive Officer of the Company will prepare and be responsible for all press or media releases. The [Marine Director, DPA, HSEQ Manager, Fleet Manager and Crewing Manager](#) assist him as required.⁴.

2. PRESS OFFICER⁵

[The Chief Executive Officer of The Company may appoint a Press Officer to assist with press and media liaison should this be necessary.](#)

¹ W 40 / 2024

² W 09 / 2024

³ W 40 / 2024

⁴ W 08 / 2024

⁵ W 40 / 2024

3. GUIDELINES

3.1. Incident Patterns⁶

All incidents tend to follow this pattern:

- a. Mayhem - First 1 to 2 hours of an incident when everybody is seeking information and exclusives.
- b. Master Mind - Everyone has their own theory on what caused the incident.
- c. Manhunt - Looking for someone to blame.

3.2. Holding Statement⁷

The immediate 1 or 2 hours after an incident there is a great deal of confusion and often miss-information regarding the details. Because of this it is essential to verify the facts before releasing them to the media which may take time.

A 'holding statement' should be prepared to be able to respond immediately after an incident with a statement while facts are being got together. This should be designated 'Press Statement 1'.

The statement should simply confirm that an incident has occurred (where and when) and that the Company is putting into action all its emergency procedures. It should state that further information would be released as soon as possible.

It is advisable to add some background information on the Company activities.

3.3. Situation Reports (Sitrep's)⁸

A 'situation report' should be used to take down reports of an incident. Each report should be consecutively numbered.

3.4. Advise to Partners, Owners and Senior Management⁹

Pool/Joint Venture Partners, Charterers, Owners and senior management must be apprised of the incident and updated regularly.

Note: Some partners require sitrep's in a particular format so they can keep their Company offices around the world briefly apprised of the situation.

⁶ W 40 / 2024

⁷ W 40 / 2024

⁸ W 40 / 2024

⁹ W 40 / 2024

3.5. Objectives¹⁰

Before preparing a press statement or giving an interview, it is important to establish objectives and what points the Company wishes to make.

The main objective is to present the Company's position, safeguard the Company's reputation and to be the prime source of information/facts relating to the incident. Other objectives may be to offer reassurance, to address public outrage or to combat speculation.

3.6. Preparing a Press Statement¹¹

3.6.1. Requirements

- a. Who is it issued by
- b. Date
- c. Number
- d. Time (relate to GMT)
- e. Release instructions (e.g. 'for immediate release')
- f. Contact details.

ABC = Accuracy/Brevity/Clarity

3.6.2. Method

- a. From sitrep assess details and make a brief summary of relevant points.
- b. Verify facts.
- c. Do not add information or speculate.
- d. Set objectives and points to get across.
- e. Make statement / release brief but if appropriate add editorial background notes.

3.6.3. Publication

- a. Clearance through Incident Manager and CEO of The Company.
- b. Send to Partners/Charterers, and any other Press Officers involved.
- c. Issue to the media.
- d. Copy internally to all staff and fleet.
- e. Update regularly.

¹⁰ W 40 / 2024

¹¹ W 40 / 2024

3.6.4. Guidelines

- a. Express regret about incident.
- b. Sympathy for those injured and their relatives.
- c. Emphasis doing everything to minimise effects.
- d. NO SPECULATION.
- e. Always acknowledge the services of 'Emergency Services'.
- f. Assure the public everything is being done.

3.7. Interviews¹²

When preparing for an interview the following should be observed:

- a. Aim at getting three concise, well-focused points across as early as possible in the interview.
- b. Do not be afraid of repeating a key point so that the emphasis will be made.
- c. Know your weak points – prepare positive responses.
- d. Know your strong points – plan to introduce success stories as supporting evidence for the main points.
- e. If the issue is complex, try and make it simple.
- f. Prepare a 'sound bite' which summarises your arguments and will stick in the mind.

3.8. Press Conferences¹³

Press conferences are invaluable to reach as wide an audience as possible with a single event, and they usually meet with media expectations. They also allow greater control and allow the Company to set the agenda.

4. SPEECHES AND PAPERS

If anyone in the fleet is to present a speech or a paper speaking in their capacity as an official of the Company, or where their views may be construed as being the views of the Company, such speech or paper is first to be approved by the Chief Executive Officer of The Company.

¹² W 40 / 2024

¹³ W 40 / 2024