



MloD MEDIA POLICY

The objective of this policy is to detail the boundaries which the MloD's directors and employees should respect when they deal with the press, the public or other media in order to project at all times a professional image of the Institute.

The CEO and the Chairman serve as the official MloD spokespersons and convey the official MloD position on all matters. Media questions will be dealt with clearly, honestly, and with good humor while representing the best interests of the MloD. Exceptionally, the Chairman or the CEO may delegate this responsibility eg Crisis Management and Business Continuity Plan (see below).

Neither employees, directors nor trainers, contracted by the MloD, are authorised to talk to the media on behalf of the MloD, unless delegated by the CEO or the Chairman.

Enquiries from the media should always be referred promptly to the CEO and/or the Chairman who will liaise with the MloD's PR Agency for guidance.

Since positive media solicitation is an integral part of the MloD's strategy, any ideas for articles or pieces that would positively portray the MloD and its work should also be directed to the MloD PR Agency.

In a similar manner the CEO and/or the Chairman should be notified about negative occurrences that are likely to rise to the level of a news story.

Crisis Management and Business Continuity Plan - External Communications

All corporate public relations and external communications will be handled by the Chairman or CEO (and any persons they may appoint) in liaison with the appointed MloD PR Agency and this applies to all contacts with the media (radio, television, print, internet, MloD website), MloD founders and patrons, member, regulatory bodies, government agencies, and other external organizations following a formal disaster declaration. In the absence of the Chairman and CEO (and their alternates), only those persons designated by the Crisis Management Team (CMT) may handle external communications.