



MEDIA POLICY

For more information regarding this policy, please contact:

Dona Regis
Director of Marketing & Product Development
Telephone: 758 453 0437
Email: dona.regis@slaspa.com

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TABLE OF CONTENTS

1.0 INTRODUCTION	3
1.1 Objectives	
1.2 SLASPA's Audiences and Channels	
2.0 MEDIA POLICY	
2.1 Roles and Responsibility	
2.2 Clearing Process	
2.2.1 General Air & Seaport Issues	
2.2.2 Emergencies, Sensitive and Policy Issues	
2.2.3 Information About Staff	
3.0 COMMUNICATION MEDIUMS	
4.0 DISPATCH AND RESPONSE TIME	
5.0 RESPONDING TO THE MEDIA	
6.0 MEDIA RECOGNITION	

3

1.0 INTRODUCTION

In recognition of SLASPA's role as the agency charged with the responsibility for the management of St. Lucia's main ports of entry, a media policy has been developed as a guide for facilitation of the media while adhering to the obligations as per the SLASPA Act of 1983. The policy will apply to the following:

- a. Press Releases
- b. Press Briefings
- c. Media Appearances
- d. Press Conferences
- e. Comments to the Media
- f. Public Speaking Engagements
- g. Public Notices / Public Service Announcements
- h. Infomercials
- i. Newsletters
- j. Corporate Magazine
- k. Articles or journals which is intended for the public domain
- l. Any other information to be disseminated by any media to the general public

1.1 Objectives

Specific objectives for the policy are outlined as follows:

- a. To keep the public community informed on developments surrounding SLASPA's core operational areas, and implications for their personal and commercial situations
- b. To ensure that stakeholders are kept abreast of industry happenings and developments
- c. Promote SLASPA's commitment to Best Practice, operational efficiency and service excellence
- d. To demonstrate SLASPA's vision for and actions towards capacity building within the organization, industries in which SLASPA operate
- e. To publicize SLASPA achievements, activities and events of significance to the relevant public
- f. To equip SLASPA's internal and external audience with timely information

- g. To ensure that accurate information is conveyed to the public regarding incidents and issues of a controversial and/or sensitive nature
- h. To effectively articulate the Authority's participation in matters of the community as a show of SLASPA's sound reputation of good corporate citizenship

1.1 SLASPA's Audiences and Channels

SLASPA serves a diverse audience as listed below:

- a. Government
- b. Employees
- c. Airport and Seaport Users
- d. Resident and non-residents
- e. Media
- f. Industry and social partners
- g. International monitoring Best Practice agencies
- h. The Investor Community
- i. Neighbouring OECS Port Authorities
- j. Other Regional and International Port Authorities
- k. Airport / Seaport Associations

SLASPA therefore aims to service the information needs of these target groups through an active and reliable corporate communication effort utilizing the following communication tools and channels:

- a. Website (updated monthly)
- b. Social Media (La Place Carenage)
- c. Internal News Release (INR)
- d. Public Service Announcements (PSAs) and notices
- e. Infomercials
- f. Articles
- g. Emails
- h. Brochures and booklets
- i. SLASPA's Magazine in hard and soft copy
- j. Press Release, Press conferences & briefings
- k. Statistical Digest
- l. Industry journals and magazine
- m. Regional and international periodicals
- n. SLASPA's Handbook and Directory
- o. Customer Charter
- p. Annual Report
- q. Town Hall Meetings

- r. Newspaper Columns
- s. Advertisements

2.0 The MEDIA POLICY

2.1 Roles and Responsibilities

SLASPA’s Marketing & Research Department, under the direction of the Director of Marketing and Product Development, serves as the clearing house for information to and from the Media.

The Director of Marketing and Product Development together with the General Manager and Department Head may appoint an official spokesperson to convey the official SLASPA position on issues of a general nature as indicated in the following table.

Issue/ Area	Spokesperson
Airports – Airside	Director of Airports
Airport – Terminal	Director of Airports
Seaports - Cargo	Director of Seaports
Seaport – Ferry, Cruise. Yachting	Director of Seaports
Security	Chief of Port Police
Human Resource & Admin - General	Senior Director – Corporate Services Manager Employee Compensation
Human Resource & Admin - Training	Senior Director – Corporate Services Manager Employee Development
Information Systems	Senior Director Corporate Services Director of Information Systems
Legal Issues	Snr. Director Corporate Services Legal Officer
Finance	Financial Controller
Engineering – Civil	Chief Engineer
Engineering – Mechanical	Chief Engineer
La Place Carenage	Manager La Place Carenage

Such issues can include but is not limited to:

- Staff appointments /Staff changes
- Product / Service upgrades, launches and related activities
- Product diversification and Life Cycle developments
- Technological enhancements
- Human Resource developments such as capacity building initiatives and customer relations facilitation
- Marketing initiatives, updates and analysis
- Upcoming Events
- Corporate accolades and achievements
- Corporate Social Responsibility programmes
- The Authority's official stance on news-worthy matters

2.2 Clearing Process

Inquiries from the media should be referred to the Marketing & Research Department with the Director of Marketing & Product Development as the main point of contact. Depending on the nature of the issue, SLASPA may communicate along with an industry partner or stakeholder where pre-established messages are issued.

2.2.2 Emergencies

For emergencies where there may be nation-wide impact, the General Manager may serve as the spokesperson or appoint a Senior Manager. In cases of emergencies SLASPA will activate its Crisis Communication Plan.

2.2.3 Government Issues

Issues which are of a Government position or decision may deem suitable for first comment by the respective Governmental official.

2.2.4 Information about Staff

The Marketing & Research Department will direct all media inquiries regarding specific staff members to the Human Resource Department. No information other than what is in the public domain will be released to the media.

Information that may be given includes information found in a directory, or that will confirm employment with SLASPA, substantive role and areas of responsibility.

The employee's written approval will be required before any public information can be provided. Public information constitutes the following:

- Name of job title/position
- Full or part-time status
- Name of department
- Department address and phone number
- Employment period
- Rank

No other information is permissible such as health status and interests outside the scope of work.

3.0 Communication Mediums

Depending on the nature of the issue, the Marketing Research Department would recommend a suitable medium for dissemination of information. All information disseminated would be researched, approved and key messages established. Among the medium used include but is not limited to the following:

- Press Statement
- News Alert
- Media Invitation
- Internal Press Release
- Press Conference
- Press Release
- Port News

4.0 Dispatch and Response Timing

Media enquires will be handle promptly with a targeted timeframe where possible prior to the respective deadline of the media houses, otherwise enquiries will be handled between 3-6 hours.

Press Releases will be dispatched in a timely fashion mindful of the media deadlines. Releases will also be placed on company's website at www.slaspa.com in the Media Room.

Where possible, media invitations will be dispatched at least two weeks ahead of a media event or service/product launch. Follow-ups will be made a minimum of twice before the event with the last time being the day before. Media will be advised of security procedures where required.

5.0 Responding to the Media

All calls should be directed to the Marketing & Research Department. In the event that a member of the marketing staff is unavailable, the media house should leave the following with the operator:

- Name of the reporter calling
- The media organization he/she represents
- The specific enquiry
- Contact information

This information is needed so that the Marketing and Research Department can respond to all enquires.

6.0 Media Recognition

SLASPA understands the vital role of the media and values the contribution made by media professionals who provide factual information to the public. SLASPA may therefore from time, host events or other gestures to recognize this contribution.