

## Protocol for Interacting with the Media

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**Description:** This protocol outlines the procedures to be taken by WISTA International Members (i.e., the National WISTA Associations or NWAs) when interacting with the media.

**Scope and Purpose:** This media policy is intended to provide a guide to WISTA International's Executive Committee (ExCo) and WISTA International NWAs' interaction with members of the media. This protocol is designed to ensure comments to the media are consistent with WISTA International policy and the objectives and ideals of the Association.

**Target Groups:** All WISTA International ExCo and WISTA NWA Board Members should be guided by this policy. Individual NWA members may speak to the media on behalf of their employer or for personal reasons and may identify themselves as WISTA members but may not speak on behalf of WISTA International. If anything in this protocol is unclear or if you are unsure about how to apply the policy, please contact the WISTA International President or WISTA International Press Officer.

**Definitions and Abbreviations:** For the purposes of this protocol, all representatives of media organisations, including reporters, researchers, managers, technical staff, bloggers and freelancers are referred to as journalists. The media includes: newspapers, magazines, journals, bulletins, newsletters, radio programs, and television programs, as well as electronic media such as online journals, online news websites, online podcasts, electronic newsletters, electronic message boards, and social media sites. WISTA specific definitions:

- a. WISTA or WISTA International only refers to the international association, WISTA Ltd. (commonly known as WISTA International). It is always in capital letters and has no punctuation. It stands for the Women's International Shipping & Trading Association Ltd.
- b. ExCo refers to the Executive Committee of WISTA International.
- c. WISTA Members are the countries that are Members of WISTA and are known as National WISTA Associations (NWAs). NWA names are composed of WISTA plus the country name, e.g., WISTA Sweden, WISTA India, and WISTA UK. WISTA is all in capitals with no punctuation and the country name has initial capitals only, also no punctuation.
- d. Some of the larger NWAs may also have WISTA "chapters," where it may be more practical to have the NWA broken down into regional groups.
- e. If you are uncertain regarding the correct title or whether there is a chapter or not, please check with the WISTA Secretary or the concerned NWA Press Officer/NWA President before communicating with the press.
  - a. WISTA President refers only to the President of WISTA International.
  - b. WISTA NWA President refers to the President of a country Member of WISTA.
  - c. The WISTA International Annual General Meeting (AGM) & Conference refers to the international AGM and conference hosted by a WISTA NWA, i.e., the annual conference is an international event hosted by a country Member, e.g., WISTA The Netherlands hosted the

- annual international conference of WISTA in Rotterdam in October 2017 and the AGM took place immediately beforehand.
- f. Please note that when referring to the conference as the WISTA International Conference the words international and conference have a capital I and C, respectively, but in "the annual conference of WISTA" it does not.
  - g. All press-releases or messages to the press should include the correct WISTA logotype as per the WISTA Branding package of 2016.

### **What are the responsibilities of the WISTA International Press Officer?**

The WISTA International Press Officer shall support the WISTA International President and the ExCo by fulfilling the tasks stipulated herein:

- 1) Maintain a global shipping media list
- 2) Ensure that a contact list of responsible persons – NWA Presidents or appointed Press Officers – is correct, enabling the WISTA International President/Press Officer to forward contacts/details to the media
- 3) Write and distribute press releases on behalf of WISTA International at times deemed appropriate by ExCo
- 4) Liaise with NWA Press Officers and coordinate distribution of releases with them
- 5) Support ExCo with talking points and media strategy for interviews
- 6) Develop talking points for each WISTA International campaign in accordance with WISTA International ideals and distribute to NWAs
- 7) Review this Media Protocol annually and update as appropriate
- 8) Collect clips of WISTA press coverage and put them in a link on the WISTA website
- 9) If contacted by the media to arrange an interview for individual members or for individual sources, the WISTA International Press Officer shall contact the appropriate NWAs to arrange interviews.

### **What are the responsibilities of the NWA Press Officer?**

It is recommended that NWAs designate a specific person to be their NWA Press Officer. The name of this person should be forwarded to the WISTA International Secretary. If there are any changes to this appointment, the WISTA International Secretary must be advised immediately by the respective NWA.

The NWA Press Officer or NWA President should fulfill the following tasks:

- 1) Make contact with local media and have up-to-date media lists available
- 2) Inform local press of the WISTA global network and NWA activities and events
- 3) Issue press releases on behalf of the NWA and, if appropriate, invite media to conferences and other open activities
- 4) Serve as the NWA spokesperson and speak to the media on behalf of the NWA
- 5) Keep the WISTA International President informed of matters that are of international interest or could receive international press coverage

- 6) Forward copies of press releases/press clippings or translation of news to the WISTA International Secretary and webmaster for publishing on the international section of the WISTA International website and in newsletters

### **Who may speak on behalf of WISTA International?**

The WISTA International President is the designated spokesperson on all matters concerning WISTA International and its activities. The WISTA International President, or her designee, is responsible for representing WISTA International externally in accordance with the Articles of Association (Articles). If the ExCo so decides, the designated WISTA International Press Officer may liaise with the media. NWA Presidents or designated NWA Press Officers are responsible for representing their NWA in accordance with their own Articles of Association or other governing documents. NWA Presidents, NWA Press Officers and NWA members may not speak on behalf of WISTA International to the media.

### **Can I provide publicly available information?**

All WISTA ExCo members, NWA Board Members and individuals who are members of WISTA's NWAs are authorized to provide the media publicly available information such as public events, public activities, public meetings, publicly available photographs or videos, publicly available policies of WISTA International, or publicly available contact information for WISTA ExCo or NWA Board Members. Individuals should be careful to provide only factual information and avoid making any comment or opinion on behalf of WISTA International.

### **How to deal with media inquiries**

Media inquiries for WISTA International are to be handled by the WISTA International Press Officer and WISTA International President. Media inquiries for NWAs are to be handled by the NWA President or NWA Press Officer, who should feel free to consult with the WISTA International Press Officer. Review and follow the Protocols for media interviews.

If you receive a media inquiry be courteous and polite. Ask the journalist their name, their media outlet, what the request is about, how best to contact them and their deadline. If the inquiry is related to publicly available general information, such as the date or time of a public NWA or WISTA International event, or publicly available contact information for a NWA Board Member, provide the journalist with accurate information. If the journalist is asking for official comment, direct the journalist to the WISTA President, WISTA International Press Officer or NWA President/Press Officer.

Only the WISTA President is authorized to make official statements and comments to the media on behalf of WISTA International. Media inquiries related to international policy or legislation, the activities of international governmental agencies or WISTA International partners, and WISTA International policies and policy decisions should be referred to the WISTA International President. NWA Presidents, the NWA Press Officer or a designee may speak on behalf of the NWA on domestic matters. If asked for a comment regarding action by WISTA International, an international governing

body, WISTA partner, WISTA policy or WISTA policy decision, the spokesperson for the NWA should only comment on information that is already publicly available.

### **What can I say to the media?**

Individual WISTA NWA members have the right to make public comment and enter public debate on political and social issues and are encouraged to do so in their individual capacities. In situations when the public comment, although made privately, may appear to be an official comment or statement on behalf of WISTA International or the NWA, individual members should make every effort to avoid such appearances unless prior permission from the WISTA International President or NWA President is given. Such efforts include: avoid commenting in a private capacity when appearing in the media or at an event in an official capacity as a WISTA ExCo member or NWA Board Member.

Unacceptable media interactions include providing opinion, comment or information, factual or otherwise, on behalf of WISTA International to the media without prior permission from the WISTA International President; initiating media contact on behalf of WISTA International without prior permission from WISTA International President; sending a press release without permission from WISTA International President; or providing the media with confidential information about WISTA International policies, procedures, members, NWAs or internal activities or events without permission from WISTA International President.

### **How to respond to incorrect information or misquotes**

If an article or report appears containing inaccurate information or quote from a WISTA ExCo member, the WISTA International President will determine the appropriate response. Any individual aware of such errors should bring them to the attention of the WISTA International Press Officer, who will coordinate a response with the WISTA International President.

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## Protocol for Media Interviews

WISTA ExCo members may contact the WISTA International Press Officer before any interview to provide assistance, including media training or interview media preparation. The following protocols apply to all media interviews:

- Be prepared. Understand the extent of the inquiry so you can be prepared to answer questions and provide comments. Media inquiries are often unpredictable. Consider the questions you may be asked and understand any limitations to the answers you may give.
- Be on time. This is particularly important for live radio or television interviews and conveys the WISTA ideal of professionalism. If the journalist needs additional information before a deadline, be considerate of providing that information in advance.
- Treat journalists with respect and courtesy. As a member of an NWA, the impression you leave becomes their impression of the Association.
- Be honest and cooperative. Always tell the truth. If you do not know an answer or do not know what to say, help the reporter reach someone who does. Never lie or mislead a journalist.
- Stick to the facts. Do not speculate on the activities, feelings or opinions of other organisations or individuals. Do not provide personal opinion or comment when acting as a WISTA International or NWA spokesperson unless authorized to do so.
- Be clear about your role. If you are speaking on behalf of WISTA International or an NWA, clearly identify yourself and ask the journalist to identify you in the publication correctly.
- Understand key media terms:
  - “Off the record” or “background” means nothing should be quoted from the conversation. Do not rely on this unless you really know the journalist.
  - “Non-attributable” means that comments can be made, but no direct comment should be quoted. This is useful for giving information without it being seen to come from the organization questioned.
  - “Attributable” means the reporter is free to use any or all of the information and quote the person directly.
  - Get a verbal response from the reporter so that you are both clear what the above means. Make a written note of what you agree.
- Do not be afraid to ask the reporter to read back their notes so you can be sure they have understood you correctly. Some reporters will show you courtesy “copy” before going to press or confirm quotes with you. You are entitled to correct your quotes, but can only comment on the rest. The journalist has no obligation to change those parts of the text. If time does not allow, particularly in the case of the online publications, make sure both sides are clear what has been said. Make your own notes of the interview and keep them, at least, until the article is published.

## **Procedures for International Conference**

The NWA hosting the annual WISTA International Conference needs to provide extra resources for press coverage. The Host NWA shall establish a press team to support the designated WISTA International Press Officer and to help ensure that the WISTA International Conference receives the fullest local and international coverage.

The press team, in coordination with the WISTA International Press Officer, should draft a standard informative text regarding the WISTA International Conference to be used for the media (including press releases) and other public relations activities. As the WISTA International Conference also includes the WISTA Annual General Meeting (AGM), the text should be approved by the WISTA International President/Press Officer prior to distribution. The text should also be forwarded to the NWAs by the WISTA President/Secretary.

The press team, in coordination with the WISTA International Press Officer, should prepare a press release inviting the media to attend the WISTA International Conference. This release should also be sent to the WISTA President/Secretary for distribution to all NWAs to be used for their local media.

The press team, in coordination with the WISTA International Press Officer, should try to arrange time in the program for members of the media to meet with key speakers, particularly if the speaker is of governmental or international status.

The press team should arrange for a professional photographer to be present and take photos of the speakers, the audience and the WISTA International Conference networking, ensuring that photographs are available to the media and to the NWAs after the WISTA International Conference. Clear instructions regarding copyright and the name of the photographer should be given.