

Media Relation Policy

I. GOAL:

SGC Holdings Ltd TA SGC Security Services seeks to work cooperatively with the media to disseminate information of public interest and concern in an accurate, complete and timely manner.

II. POLICY:

1. To achieve the SGC's goal, the Director is designated as the SGC Public Information Officer or SGC PIO and shall be responsible for the implementation of this policy. When the SGC PIO is unavailable, he or she shall designate one of the authorized SGC spokespersons as the Acting SGC PIO.
2. The press should be treated like a customer of the SGC and all SGC employees or officials who engage with the press shall do so in a courteous, polite and professional manner. Any media inquiries received by SGC staff will be referred immediately to their Department Manager who, in turn, will immediately forward the contact to the SGC PIO for response.
3. Inquiries from the news media are given a high priority by the SGC and should be responded to as quickly and efficiently as possible. Every effort should be made to meet media deadlines and to ensure that all information released is accurate and complete.
4. When contacted by the SGC PIO for information needed to respond to a media inquiry, all Department Manager shall immediately provide the SGC PIO the most accurate and complete information available for the response.
5. If the SGC PIO determines that the SGC's goal can best be achieved by having someone with more background or expertise speak for the SGC on a particular topic, he or she may designate one of the authorized spokespersons to assist with or give the SGC's response.
6. To assure that the SGC's elected officials have accurate, complete and timely information to fulfil their responsibilities to represent the public in SGC affairs, they shall be informed by email of the substance of significant media inquiries and of the SGC's official response. They shall be notified of all official SGC press releases.

III. RECORDS REQUESTS:

1. Media requests for records will be handled in accordance with this policy and GDPR/ Data Protection Policies
2. The SGC PIO will be notified of all media records requests.
3. He or she will then forward the request to the SGC HR Manager who is the official custodian of all SGC Personnel Files.

4. The SGC HR manager will be responsible to see that media records requests are handled in an accurate, complete and timely manner.
5. The records produced in response to media requests shall be readily available for public viewing upon request.

IV. PERSONAL POINTS OF VIEW:

1. It is recognized that all employees have the right to express their personal points of view regarding matters of general public concern.
2. However, personal points of view may conflict with the SGC's official policy.
3. Therefore, SGC employees who write letters to the editor may not use official SGC stationary. If an employee chooses to identify himself or herself as a SGC employee in a letter or email to the editor, he or she must state that the views set forth in the letter do not represent the views of the SGC but are the employee's personal opinions.
4. A similar disclaimer must be given if an employee addresses a public meeting, participates in a radio talk show, or is interviewed for radio or television, unless the employee has been designated by the SGC PIO as a spokesperson for the SGC.

V. SGC-INITIATED INFORMATION:

1. Proactive media contact on behalf of the SGC is processed through the SGC PIO—this includes press releases, media advisories and personal contacts with reporters and editors for coverage.
2. Departments seeking publicity for events or activities, or needing to collaborate with the media to communicate important information to the public, will coordinate with the SGC PIO.

VI. PUBLIC SAFETY ISSUES:

1. Because the Police operate 24/7 and its work generates a high volume of media calls, it shall designate an officer or officers as Public Information Officers or LPD PIO's and follow specific guidelines when releasing information.
2. When the SGC PIO is notified by a SGC staff member of a media call regarding a police investigation or general criminal activity, the SGC PIO will immediately work with the Police PIO for the appropriate response.
3. All information released to the media by the Police PIO should be reviewed by the SGC PIO who will forward the information by email to elected officials.

I. CRISIS OR EMERGENCY ISSUES:

During a crisis or major emergency (i.e. flooding, mass casualty incident, etc.), the procedure for communicating with the media is highlighted in the SGC's Crisis Communications Plan. The plan designates the SGC PIO as the main point of contact for the media. The SGC PIO will be assisted by alternates, including the Police PIO, to prepare and disseminate emergency public information.

Name	Paul Macarthur	Position	CEO
Signature		Date	1 st February 2024