

PARTNER. SHIP. REDEFINED.

MEDIA/PRESS CONTINGENCY

RAISING CREW AWARENESS

2020 Update



AWARENESS & INTRODUCTION TO HANDLING MEDIA



Being an international company, Marlow Navigation can attract media attention
This can also include PR companies, bloggers, websites, social media

AWARENESS & GUIDANCE KEY TO PROPER MANAGEMENT



Take control of the situation

But like all such fast-moving trends and technologies, the key to proper management is education and understanding, whilst practicing a careful approach.

Always use common sense and your best judgment

UNCERTAIN TIMES EXTRA SENSITIVITY & CARE

This is especially important in case of any incident. Failure to comply can severely impede ongoing investigations, whilst also tarnish the Company's and your own reputation, plus other serious consequences.



The same is true during highly uncertain times, such as with the COVID-19 pandemic, when the entire world is facing extraordinary challenges with strict government rules and controls, and the situation is changing on a regular basis.



GIVING INFORMATION WRONGLY DESTROYED IMAGE

Incident Happens



USS John S McCain collided with commercial vessel Alnic MC

Crew Gives Info



Crew member on bridge answered the call and gave information to Reuters media agency

Media Frenzy



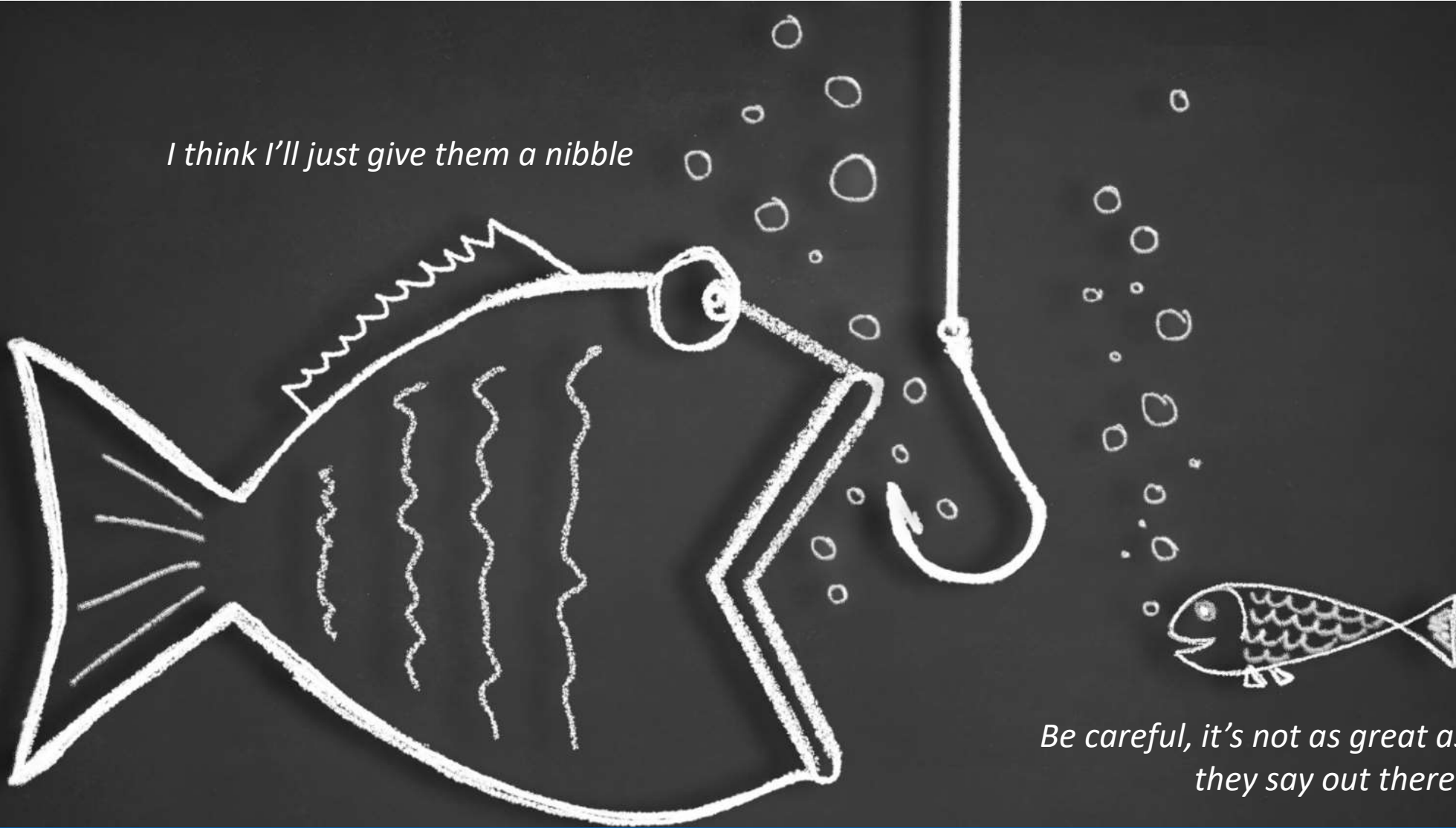
Reuters then broke the news to the world media, who took the story and published information. This interfered with investigations.

Later it was proven that the USS John S McCain was at fault
But the brand damage to the commercial vessel was already done!

PRESS ALWAYS HUNGRY FOR SCOOP DON'T BE THE BAIT!



I think I'll just give them a nibble



*Be careful, it's not as great as
they say out there!*

FEEDING THE PERCEPTION ACCURACY DOESN'T ALWAYS RATE



The dangers of a one sided story

WRONG SIGNALS INACCURATE & MISLEADING



In COVID-19 times
The dangers of a one sided story

MANIPULATION FAKE CAN EASILY BECOME FACT



SURPRISE CONTACT BY MEDIA YOUR RESPONSIBILITIES



The Company will never send the Media without advance warning.



Contact your superior, as well as management immediately and let them know the situation.



Be aware that anything you say & do may be observed & reported; often misused. Always assume you are being recorded.



You should always act with care, courtesy & professionalism.

In some situations, the Media may be more persistent and immediate, such as during a crisis or major event. A reporter or camera crew may show up unannounced or attempt to make urgent contact.

Extra care and diligence is needed in such circumstances. Stay calm and collected.

DO NOT BE PUSHED TO RESPOND KNOW YOUR RIGHTS



Do not let a reporter **ambush** you into answering questions on the spot or offering any information/material

It is perfectly fine & well within your rights to respond with courtesy & professionalism & say “Sorry, but I’m not the right person to talk to”, then refer them onwards to management or team nominated by Company

KNOW YOUR RIGHTS DON'T LET THE MEDIA AMBUSH



- The media cannot board a vessel seeking information without prior approval.
- Take the journalist's details – remember, they are obliged to identify themselves and their publication.
- You should inform them that it is the Company's Policy that all Media requests must be referred to the Management.
- Sometimes, it might be difficult to prevent the filming or photographing from outside, but you should always do your utmost to clarify what's going on and report.

SEEMINGLY HARMLESS EVERYDAY ACTIVITY...

Once posted, it's broadcasted to the world!



What might seem to be good intentions or harmless action...
Can jeopardise far and wide!

SO DO THE RIGHT THING BE WISE & DO NOT COMPROMISE

Breaking the rules & even exhibiting it on social media!



Rejected to travel; impacts vessel, crew & company!



During COVID-19 pandemic control measures have been set by governments and authorities. These must be **strictly** followed, so to ensure everyone's safety and continuation of operations.

IS IT REALLY PRIVATE & SECURE? INTERNET, MESSAGES, CALLS...



Don't assume just because it's a chat message or email that it is fully private and secure.
Once shared in 'private' chat, it can very easily be "re-shared" to the wider public.

CONSIDER HOW IT MIGHT LOOK AND IMPACT YOUR REPUTATION



This picture was later re-shared by various industry profiles and pages, with text suggesting crew were “Buddies with the Pirates”

Posts on social media are in the public domain and can easily be taken out of context. This can have a negative affect on the Company’s professional reputation; Legal implications; and jeopardise your job.

BE A COMPANY AMBASSADOR LOOK-OUT & INFORM



You're a valuable asset for monitoring activity & protecting the Company's reputation

If you come across criticism, it is best not to engage in debates, but rather notify company management to look into & take action

PROCEDURES MAIN POINTS TO KNOW



Where applicable, the ship owner's policy & procedures shall always supersede

Never disclose sensitive company, vessel, crew or even your own information to press or on social media

Only authorised representatives may make public statements on behalf of the Company. This helps ensure information is accurate, consistent & relevant.



WITH ANY TOOL AND
INFORMATION YOU SHARE

ALWAYS USE YOUR BEST JUDGEMENT
AND COMMON SENSE

THANK YOU!

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