

SOUTHGATE TERMINAL

Port Operations Security Documentation

Media / Communications – CEO Comms Briefing Template

Purpose:

To equip the CEO (or designated spokesperson) with structured talking points, key facts, and messaging guidance for media interviews, public statements, or executive briefings during a crisis event.

When to Use

- A media interview has been requested or scheduled
- The CEO will be issuing a formal external update (e.g. video, press conference)
- Stakeholders or government have requested executive-level comment

Template Structure

1. Opening Acknowledgement

Suggested line:

"We are aware of the situation currently affecting [brief description of issue]. We take this extremely seriously."

2. What Happened (Factual Summary)

- What is confirmed so far (time, system/service affected)
- How it was detected
- When teams began response actions

3. Current Status

- Whether the incident is ongoing or contained
- Any public-facing impacts still active
- Confidence in technical and operational response

4. What We're Doing About It

- Specific actions underway (containment, investigation, coordination)
- Engagement with authorities, insurers, and partners if relevant
- Assurance to customers and community

5. What Happens Next

- Timeline for further updates (if any)
- Contact or help channels available to the public or partners

6. Key Messages (Tone & Positioning)

- Safety and transparency are our top priorities
- We are coordinating across all teams and external stakeholders
- No further speculative comment until investigation concludes

Delivery Tips for CEO or Spokesperson

- Speak calmly and with confidence — do not appear evasive
- Avoid unnecessary technical detail; focus on leadership and responsibility
- If asked about blame, defer to facts: "We're focused on resolution right now."
- If asked about cause, clarify if it's under investigation: "We're still confirming root cause."
- Keep responses short and structured

Attachments (Optional)

- Approved talking points (editable version)
- Fact Sheet (brief, 1-page technical summary)
- Media Contacts List / Q&A Brief

Owner: Media Lead in coordination with CEO Office

Reference: MED-03

Version: 1.0

Approved by: Executive Communications and Legal Team