

SOUTHGATE TERMINAL

Port Operations Security Documentation

ADDITION TO: Crisis Communications SOP.docx

INSERT LOCATION: Add as new section after existing crisis communication procedures

SECTION TITLE: Rapid Response Media Protocol (15-30 Minute Deadlines)

Rapid Response Media Protocol (15-30 Minute Deadlines)

Purpose

This procedure provides streamlined decision-making and response protocols for urgent media requests with extremely tight deadlines. Use when reporters demand immediate responses, live broadcasts are imminent, or breaking news requires rapid organisational response.

When to Use

- Live TV interview requests with 15-30 minute deadlines
- Breaking news stories requiring immediate comment
- Social media crises demanding rapid response
- Reporter deadlines that cannot be extended
- News segments proceeding with or without organisation input

Rapid Decision Framework

5-Minute Assessment Phase

1. Threat Level Evaluation

- **GREEN:** Routine story, low risk, standard response adequate
- **YELLOW:** Moderate risk, potential negative angle, careful response needed
- **RED:** High risk, crisis angle, strategic response critical

2. Story Context Analysis

- ☐ What information does reporter already have?
- ☐ What angle are they pursuing?
- ☐ Who else are they interviewing?
- ☐ What's the potential reach/impact?

3. Response Option Assessment

- **PARTICIPATE:** Provide spokesperson and statement

- **STATEMENT ONLY:** Written response, no interview
- **DECLINE:** No participation, organisation statement if needed

10-Minute Decision Process

For GREEN Level (Routine)

- **Decision Maker:** Media Team Lead
- **Response Time:** 10 minutes
- **Approval Required:** None (use pre-approved messaging)

For YELLOW Level (Moderate Risk)

- **Decision Maker:** Media Team + Incident Coordinator
- **Response Time:** 15 minutes
- **Approval Required:** Incident Coordinator sign-off

For RED Level (High Risk)

- **Decision Maker:** Media Team + Executive
- **Response Time:** 20 minutes maximum
- **Approval Required:** CEO or designated executive

Rapid Response Toolkit

Pre-Approved Holding Statements (Use Immediately)

1. **Technical Issue Response:** “We are currently addressing a technical issue affecting some of our systems. Safety remains our top priority, and we are working to resolve this matter promptly. We will provide updates as appropriate.”
2. **Operational Disruption Response:** “We are managing an operational situation while maintaining our commitment to safety and service. Our teams are working to minimise any impacts and restore normal operations.”
3. **Investigation Response:** “We are investigating the current situation and working with relevant authorities as appropriate. We take these matters seriously and will provide updates when we have confirmed information.”

15-Minute Response Templates

PARTICIPATION DECISION TEMPLATE **TO:** Executive/Incident Coordinator **SUBJECT:** URGENT - Media Response Decision Required **DEADLINE:** [Time] (15 minutes)

MEDIA REQUEST: [Outlet] requests [interview/comment] for [story angle]
DEADLINE: [Reporter's deadline] **RISK LEVEL:** [Green/Yellow/Red] **RECOMMENDATION:** [Participate/Statement Only/Decline] **RATIONALE:** [Brief explanation] **PROPOSED RESPONSE:** [Key messages if participating]

RAPID APPROVAL REQUEST IF YOU APPROVE: Reply "APPROVED - [any modifications]" **IF YOU DECLINE:** Reply "DECLINED - [use statement only/no response]" **NO RESPONSE BY [TIME] = AUTOMATIC DECLINE**

Spokesperson Rapid Deployment

15-Minute Spokesperson Preparation

1. Key Messages (3 points maximum)

- ☐ Primary message (what we want them to remember)
- ☐ Safety/responsibility message
- ☐ Next steps/resolution message

2. Anticipated Questions & Responses

- ☐ What happened? - [Factual, brief response]
- ☐ Who's responsible? - [Investigation underway, focus on resolution]
- ☐ What's the impact? - [Specific impacts, mitigation measures]

3. Interview Guidelines

- ☐ Stay calm and confident
- ☐ Stick to facts, avoid speculation
- ☐ Bridge back to key messages
- ☐ Acknowledge concerns, emphasize safety priority

Emergency Spokesperson Options

1. **PRIMARY:** CEO or designated executive spokesperson
2. **BACKUP:** Communications Director
3. **TECHNICAL:** Operations Manager (for technical questions only)
4. **FALLBACK:** Written statement only if no spokesperson available

Social Media Rapid Response

15-Minute Social Media Assessment

1. Platform Monitoring

- ☐ Check Twitter, Facebook, LinkedIn for mentions
- ☐ Identify trending hashtags or viral content
- ☐ Assess volume and tone of social media activity

2. Response Strategy

- **ENGAGE:** Respond directly to concerns with facts
- **REDIRECT:** Point to official statement or information
- **MONITOR:** Watch but don't engage if risk of escalation

Social Media Response Templates

- **Acknowledgment:** "We're aware of [situation] and are working to address it. Safety is our priority. Updates: [link]"
- **Correction:** "We want to clarify [misinformation]. The facts are: [brief correction]. More info: [link]"
- **Appreciation:** "Thank you for your patience as we work to resolve [situation]. We appreciate your understanding."

Crisis Interview Do's and Don'ts

DO:

- Stay calm and speak clearly
- Acknowledge the seriousness of the situation
- Emphasise safety as top priority
- Provide specific timelines when possible
- Show empathy for any impacts
- Redirect to positive actions being taken

DON'T:

- Speculate about causes or blame
- Make promises you can't keep
- Get defensive or argumentative
- Provide detailed technical information
- Comment on ongoing investigations
- Make statements beyond your authority

Escalation Triggers for Executive Involvement

IMMEDIATE EXECUTIVE ESCALATION IF:

- National media requesting immediate interview
- Story angle suggests significant reputational damage
- Legal implications of response statements
- Safety incidents with potential liability
- Regulatory or government interest indicated

EXECUTIVE NOTIFICATION (not necessarily involvement):

- Local media coverage with moderate impact
- Social media activity requiring organisational response
- Industry publication coverage

- Stakeholder inquiries about media coverage

Documentation Requirements

Rapid Response Log

- ☐ Time of media request received
- ☐ Reporter name, outlet, deadline given
- ☐ Decision made and decision maker
- ☐ Response provided and time delivered
- ☐ Follow-up requirements identified

Post-Response Assessment

- ☐ Media coverage analysis
- ☐ Message effectiveness evaluation
- ☐ Process improvement recommendations
- ☐ Stakeholder reaction monitoring

Success Criteria

- Response delivered within reporter's deadline
- Key organisational messages communicated effectively
- No contradictory statements made
- Follow-up plan established if needed
- Crisis escalation prevented or managed

Related Procedures

- Use with: Crisis Communications SOP (for overall strategy)
- Coordinate with: Internal Information Leak Response (if internal source)
- Reference: Public Messaging Templates (for consistent messaging)
- Escalate to: Crisis Decision Authority Matrix (for high-risk decisions)