# Phase 4 Facilitator Guide – Media / Communications Team

## Phase Overview: Resolution and Accountability (T+90 to T+120)

In the final phase, the Media team’s role becomes decisive. All messaging must now be unified, cleared, and presented to the public and press. Coordination with Executive and Legal is critical, especially with final CEO comments and photo opportunities in play.

This phase tests:

* Message discipline and closure
* Handling final press engagement
* Visual/media positioning of the organisation

## Injects Relevant to Media

### P4-1 (T+90 to T+100)

**INJ013L:** Request for CEO photo at terminal (from Comms team)

**Facilitator Notes (P4-1)**

* Media should assess optics, timing, and location
* Ensure CEO is pre-briefed and message-ready
* Prompt:
  + "Has the location been checked with Legal and Ops for appropriateness?"
  + "Will the image support the final messaging narrative?"

### P4-2 (T+100 to T+110)

**INJ013T:** Request from Dept. of Infrastructure for full report

**Facilitator Notes (P4-2)**

* Not a Media-led inject, but they should prepare to support external rollout
* Briefing pack, press lines, and talking points must align
* Prompt:
  + "Is the media team preparing post-submission messaging support?"
  + "Are you coordinating with Exec on external press coordination?"

### P4-3 (T+110 to T+120)

**INJ013G:** Tweet reports continued misrouted containers  
**INJ013H:** Journalist seeks closing CEO comment  
**INJ013Q:** Instruction to delay media until CEO briefed

**Facilitator Notes (P4-3)**

* Messaging must be locked down and approved
* CEO quote should be aligned with Legal guidance and Executive tone
* Prompt:
  + "Have you finalised the closing statement and visual strategy?"
  + "Have you ensured the CEO is ready to deliver public-facing remarks?"

## Media Role Expectations

* Prepare and release final aligned statement
* Ensure all messaging is consistent and authorised
* Manage final image and comment delivery to press

**Key Policy References:**

* Crisis Comms SOP – Phase Closure
* Media Briefing Template
* CEO Final Statement Protocol

## Media Decision Point – Phase 4

**Decision: Release Final CEO Statement to Press and Public?**

|  |  |  |  |
| --- | --- | --- | --- |
| **Option** | **Description** | **Implication** | **Score** |
| ✅ Publish cleared final statement with visual support | Unified closure | Demonstrates control and transparency | +10 |
| ⚠️ Delay pending CEO prep or legal review | Strategic pause | Can be defended, minor risk | +1 |
| ❌ Miss opportunity or inconsistent release | Undermining | Reputational loss, mixed message | -7 |

## End-of-Phase Checkpoint Prompt

At or near **T+120**, facilitator should ask:

"Media team — has the CEO comment been finalised, cleared, and prepared for delivery? Are you ready with the visual messaging and press support plan?"

## Tip for Facilitator

If Media team is inactive:

* Point to INJ013H and INJ013L
* Confirm they’ve received approval from Legal and Executive
* Push for use of CEO Final Statement Protocol

#### End of Phase 4 – Media / Communications Team Facilitator Guide