Media Handling Policy

DISTRIBUTION

This Media Handling Policy is communicated to all employees. A copy is available at the Head Office, held in the sites folder, and published on the internal company shared drive. All employees are encouraged to read it and communicate any queries to a Director.

REVISION HISTORY

Issue Number	Review Date	Changes	Signed
01	22/09/2023	Original version (draft)	
01	22/09/2023	Signed off	
01	20/09/2024	Review	
01	19/09/2025	Review	
02	20/05/2026	Address Updated	
02	18/09/2026	Review	

Overview

ZAM FM LTD has an excellent reputation. We are well known for providing top-notch professional security services and have strong ties with our customers, whose respect we have earned over time.

From time to time, we may receive information inquiries about our company from members of the news media. News reports about our services can assist members of the public, including our customers, potential customer, and business partners to appreciate what we do and how we swerve our communities. We try to be open to media inquiries and to supply them with truthful information.

Purpose

This policy aims at ensuring that we always strive to provide relevant, truthful, timely, and complete information in response to media inquiries.

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Scope

This policy is intended to apply to all personnel employed by the company.

Designation of Company Spokesperson

The Company Director is the person responsible for communicating with the media on behalf of the company.

Should any member of staff be involved in any incident or event that attracts media attention they are reminded that all communications with the media are to be authorised by the director or their appointed spokesperson. Employees are reminded that they are not authorised to make any statements on behalf of the company or client to the media nor are they permitted to answer any questions about the company or clients; any comments made by the employee are of their expression and not those of the company or clients, and the employee must ensure that this is clearly understood by the media.

The company have elected the company Director to be the authorised spokesperson for the business and any requests for comment should be directed to the Director. Where appropriate, the Director will in association with the client prepare a joint statement, which may be communicated in a press release or through the company solicitors.

Media Communication Guidelines

If a representative of the media contacts an employee of the company, they may be seeking: •

Particular information about the company and the services that it provides.

- Information about sudden events, including legal and regulatory actions, accidents, thefts, arrests, employee or customer complaints or natural disasters.
- Comment or reaction to new developments in the security industry or concerning our services
- Background information for more general news stories involving the communities our company serves.

Any calls from media representatives should be forwarded to corporate communications. Employees should not say that they are not permitted to speak with reporters or that they must get permission to do that. Instead, reporters should be told that the company policy is to send all media questions to the company Director.

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The media representatives should be extended the same professionalism and politeness that we show to customers and other members of the public. Their inquiries should be answered with a referral to the Director quickly. This is an important part of promoting our company and its image.

Employees contacted by the media should immediately inform the Director who may ask for your assistance in preparing a response. Do not permit a media representative to pressure you to immediately respond to questions, since a considered response is always preferable and more likely to convey the relevant and correct information.

Photograph and Film Guidelines

When a media representative asks to be allowed to take photos or film inside our premises or at a worksite, their request should be forwarded to the company Director. Without the Director's approval, no such permission can be granted. The Director will not approve except after consulting with the manager of the site.

Factors to be considered in deciding whether to grant such permission includes whether it will disrupt work operations, the company has anything to gain from granting the request, the current condition and age of the facility, and whether the facility is currently clean and suitable to be pictured or filmed.

Media including camera crews may show up at our premises or a worksite, especially in a crisis or if some external organization or group has planned a boycott or demonstration at our premises or a worksite.

Such unannounced visits by media representatives and their camera crew should be treated professionally and politely. The Director should be notified immediately. The Director may want to contact the media representative's editor or another supervisor. They cannot be allowed to enter without permission.

Our company has no control over the taking of photos or filming outside our premises or worksites on public property, such as courtyards, walkways or public parking lots, so no employee should interfere with such activities there.

Members of the media should not be permitted to block the entrance and exit passages to our facilities or worksites or interfere with the normal conducting of business by our company and its customers.

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Media representatives may be notified if our customers complain about any disruption they have caused as to access to walkways or parking lots. Employees should remain aware that anything that they say to the media may be reported in print or broadcast.

Seeking Media Coverage

When an employee has an idea about good news story to provide to the media, they should seek permission to do so from the Director, who is the only one authorized to approve seeking media coverage. Do not contact the media without getting approval. Some types of news may be appropriate only for internal company promotion, such as in an employee newsletter.

Managing Director

Name: Danish Iftikhar

Sign: 

Dated: 22/09/2023