

7.4 Media Relations Policy *(This policy is non-contractual)*

MG ALBA encourages the use of media and associated services because they can make communication more efficient and effective and because they are valuable sources of information about vendors, audiences, technology, and new products and services.

To enable us to best serve our audiences and stakeholders and to provide our employees with the best tools to do their jobs, it is important that enquiries by the media in relation to MG ALBA and our brands be handled in accordance with the following policy:

1. All enquiries should be referred to MG ALBA's Chief Executive (the "Spokesperson") and other designated officers ("Designated Officers"). This includes:
 - MG ALBA initiated activity
 - Direct media requests
 - Informal/ unsolicited media enquiries
2. As MG ALBA's chief spokesperson, the Chief Executive will respond directly or designate another party to serve as spokesperson as appropriate in terms of the nature of the enquiry. Where prior allocation of the responsibility has been agreed, designated officers may respond on behalf of MG ALBA.
3. The Spokesperson or Designated Officer also will direct the process by which a response is determined, or position taken.
4. The Spokesperson or Designated Officer, prior to communicating with the media, will ensure they are fully prepared and will inform colleagues of their intended messages and their intended responses to areas of challenge or controversy, seeking guidance and support as appropriate.
5. The Spokesperson or Designated Officer will maintain a proper spirit and tone to communications with the media, in line with MG ALBA Values.

This policy covers all forms of responses to the media, including "off the record" and anonymous statements. All staff must comply with the requirements of the Social Media Policy when making comments or statements using digital platforms or communication channels.

"The Media" includes television, radio, newspapers, journals, websites, digital media outlets and social media in the public domain.

All employees must comply with the foregoing policies, rules, and conditions governing the relations with the media. Employees have responsibility to maintain a positive representation of MG ALBA.



The current authorised spokespeople/designated officers are:

Chair
Chief Executive
Director of Strategy & External Affairs
Director of Multiplatform Content
Director of Finance

The Designated Officers can also elect to nominate another staff member to act as the authorised spokesperson in certain circumstances.

Agreed by the Board on 9/3/22