

**POLICY STATEMENT**

Promoting the company’s activities, products and responding to media enquires requires a specific process to ensure the public image of the company supports strategic plans.

**GLOSSARY OF TERMS**

**CROSS REFERENCES and other RESOURCE MATERIAL**

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## **Policy**

The public relations activity of promoting company activities, its products and/or responding to issues arising from its activities, are all areas which require knowledge and understanding of the company's strategic position and direction in the marketplace

## **Procedure**

When approached by the media for interview or statement on issues relating to the company, its products and activities, the press are to be referred to the Directors.

When information is provided by the press which relates to the company, its products and activities, such information should be referred to the above.