



## 2.4 Information sheet - Media and publications

### Media and publications protocols

A media and publications protocol can be used to provide clear guidance to the Special Purpose Vehicle (SPV) regarding content, spokespersons, leadership of media and publications activities.

Government owned companies are normally required to adhere to Queensland Government media protocols and coordinate any media or publications management through the shareholding agency.

### Media management

Media management forms a significant part of a media protocol. The purpose of media management is to:

- enhance awareness of an agency and its actions
- reinforce key agency messages
- provide accurate information.

SPVs are expected to comply with the protocols of the Department of Infrastructure and Planning's Communications Unit when dealing with the media or releasing publications. To ensure all media protocols are clear, SPVs should liaise regularly with the Communications Unit.

SPVs are to contact the Minister's Office prior to dealing with any media regarding critical infrastructure issues.

### Media inquiries and relations

Contact for the SPV with the media can include:

- media enquires
- media reporting or responding by staff to the public
- questions at public events.

### More information

For more information, please visit [www.dip.qld.gov.au](http://www.dip.qld.gov.au) or email [SPV@dip.qld.gov.au](mailto:SPV@dip.qld.gov.au).