



Audit Checklist: Media and Issues Management

Project Name: _____

Project Number: _____

Auditor Name: _____

Auditor Position: _____

Signature: _____

Audit Date: _____

Previous Audit Corrective Action

		NCR Number	Audit Ref. Close Date	Proposed Action	System Improvement	Objective	Evidence
1.0	If NCR's were raised during previous audits, have these been addressed?						

Introduction

		Comments	Yes	No
2.0	Is the Group Executive Director – Operations the primary media spokesperson for BMD Group?		☐	☐
2.1	Is the Group Board Chairman the key spokesperson for the BMD Group?		☐	☐
2.2	Have BMD had any incidents that have had media exposure and have they been actioned in accordance with the BMD Standard		☐	☐
2.3	Have other BMD employees spoken directly to the media on behalf of BMD or the project, unless authorised?		☐	☐
2.4	Are media issues responded to within 24 hours?		☐	☐

2.5	Are no more than three (3) key messages prepared and referred to before communication to the media or stakeholders' occurs?		☐	☐
2.6	Are large scale responses and communication materials approved by the Group Executive Director – Operations and draft material sent to the Marketing and Communications Manager to approve and release?		☐	☐

Media Contacts

		Comments	Yes	No
3.0	Are general media enquiries directed to the Marketing and Communications Manager who will respond accordingly?		☐	☐
3.1	Are incident and crisis media enquiries managed as per the Incident and Accident Management Standard?		☐	☐
3.2	Are the media contacts as listed in the Media and Issues Management Standard used correctly? Are no contacts used that do not appear on this list?		☐	☐

Media Strategy

		Comments	Yes	No
4.0	Is all contact with the media for a specific project in compliance with the terms of the contract?		☐	☐
4.1	At the start of projects, is BMD involved in any media workshops and the Marketing and Communications Manager notified of any media announcements?		☐	☐
4.2	Is the initial brief from the journalist, publication details, their deadline and contact details obtained?		☐	☐
4.3	Are responses given in writing by an authorised person either via a written response statement, holding statement or a media release?		☐	☐
4.4	Are responses given in PDF format only with a BMD letterhead and clearly dated?		☐	☐
4.5	Is 'no comment' and 'off the record' not used when speaking with the media, but rather a firm commitment is given to have the appropriate person respond?		☐	☐

4.6	Are media inquiries returned to the journalist on or before the deadline?		☐	☐
4.7	Is the organisation referred to as the BMD Group initially and then BMD?		☐	☐
4.8	Are BMD companies referred to as BMD companies and written in full each time when used?		☐	☐
4.9	Is positive promotion directed to the Marketing and Communications Manager, including any key milestones?		☐	☐
4.10	Are media clippings collected, sent and archived by BMD, and sent to the relevant internal stakeholders?		☐	☐
4.11	Are requests for media photography forwarded to the Marketing and Communications Manager and, the Photography Release Form Group/Individual completed?		☐	☐
4.12	Is there confirmation that the areas to be filmed or photographed meet all health and safety requirements, and if crews show up unannounced they are limited to a 'media viewing site'?		☐	☐
4.13	Is the Media Response Procedure as shown in the Media and Issues Management Standard understood and used?		☐	☐

Media Release Considerations

		Comments	Yes	No
5.0	Is the media release considerations reviewed and understood by the relevant personnel?		☐	☐
5.1	Are BMD media releases written in a friendly but conservative style?		☐	☐

Community Engagement Communication

		Comments	Yes	No
6.0	For major projects, is an external community engagement specialist or communications team established to inform, engage and invite participation? (Other projects, Marketing and Communications Manager)		☐	☐

6.1	Is the BMD Visual Brand Guide used for media releases?		
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Issues Communication

		Comments	Yes	No
7.0	Is the safety of the public, staff and contractors the primary issue considered in the recovery process?		☐	☐
7.1	Does each project have a specific manager nominated to meet with stakeholders and coordinate with the Group Executive Director – Operations?		☐	☐

Incident Severity Matrix

		Comments	Yes	No
8.0	Have issues that have the potential to attack media, or if media has already contact BMD, been reported immediately to the Marketing and Communications Manager?		☐	☐
8.1	Is the Incident Severity Matrix detailed in the Media and Issues Management Standard understood and utilised when dealing with incident/crisis situations?		☐	☐