

# FLIGHT OPERATION INSTRUCTION – 124

V1.2 Mar 11

## Hawke's Bay Helicopter Rescue Trust (HBHRT) Media Protocols

### Media Release

- Factual report of the incident to be emailed (as soon as possible after returning from the mission) to the Marketing & Fundraising Manager (MFM). Email [louise@hbhrt.org.nz](mailto:louise@hbhrt.org.nz)
- Pilot to text MFM to inform a press release is ready to be sent out. MFM mobile 027 277 4339
- MFM to send media release to media contacts list
- Contact details to include MFM mobile. MFM to contact pilots for comment if the media call.
- The rescue helicopter should be referred to the 'Lowe Corporation Rescue Helicopter'.
- Photos supplied to the media should not connect a person or persons to the scene i.e. show the accident victim face (fully), vehicle registrations etc.
- The photos taken should not be acknowledged as being taken by the Trust.
- If a Trust sponsor is involved with an accident we need to check they are comfortable with the photo being released.
- Disclaimer to be included at the end of all media releases.

### Media Contact

- MFM to coordinate with pilot's to give factual answers to journalist's questions involving the accident.
- Medical questions are to be referred to St John personnel or the Hawke's Bay Hospital
- Trust related media questions should be directed to the MFM then the CEO/and or Chairman, if further comment is required.

### Photos

- All photos to be taken on the ground and need to include the rescue helicopter (only if time and situation permits to take a photo)
- Photos taken on public property can be sent to media.
- Photos taken on private land are not to be sent to media.

### Liaison/Communication

- Periodic meetings to be arranged with Hawke's Bay Today, the Dominion Post and other relevant media to ensure they are aware of our expectations and to enhance the relationships

### Other

- For promotional purposes the person or people in the photo should be contacted for approval (if possible)

Brent Williams  
Chief Pilot

