

Media briefing for

Steamship Mutual - Member Training  
Course

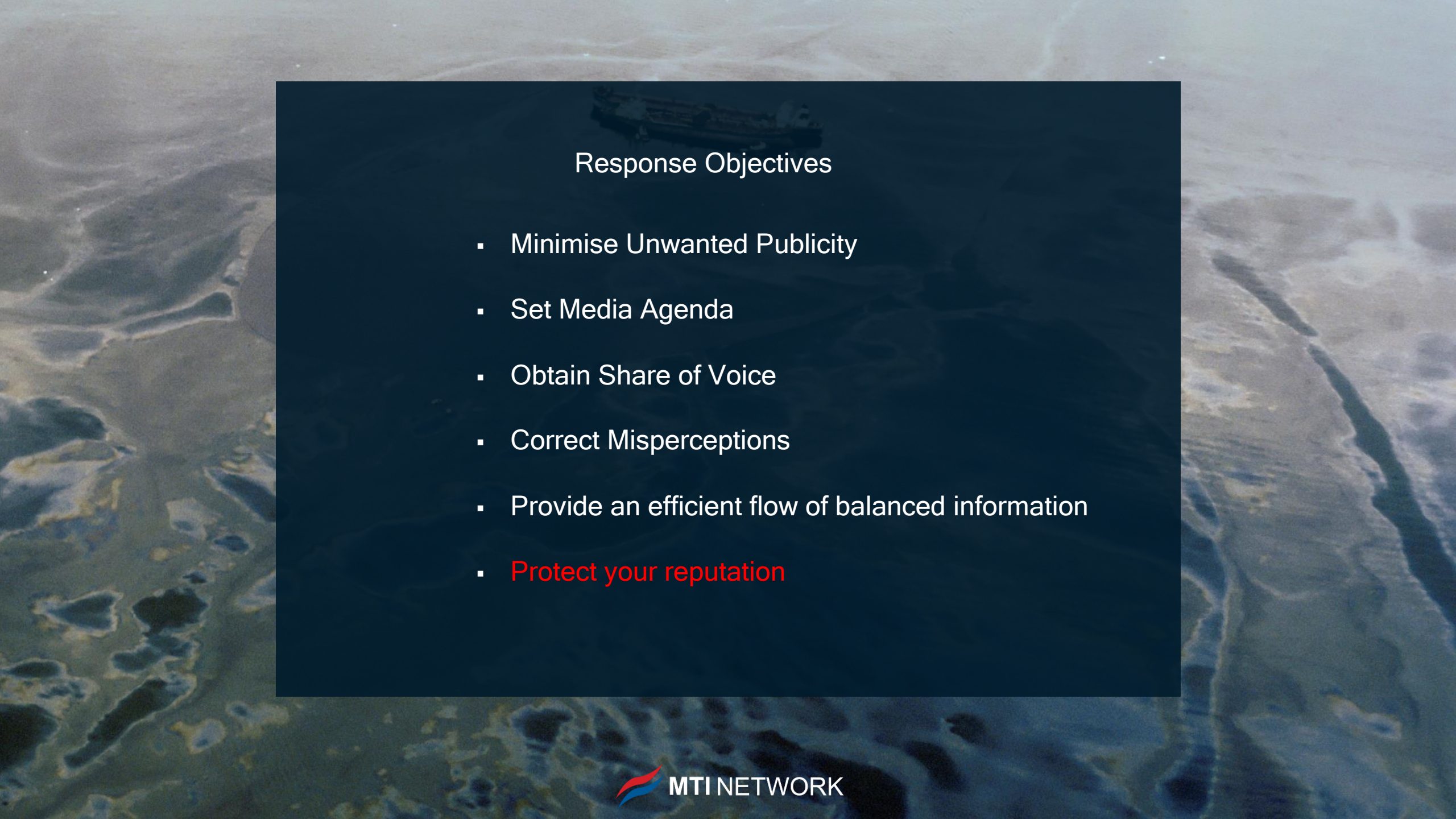
5th July 2023



- Established in 1989.
- The world's leading crisis communications network dedicated to serving the shipping, energy, offshore and transportation industries.
- Providing 24/7, 365 days a year, media response, planning, training and drills.
- Over 12,000 ships registered in service.
- Over 400 ship owning and ship management clients
- 1000+ incidents handled pa.
- International Network of 26 offices+ 20 Associate offices.





An aerial photograph of a large oil spill in the ocean. A dark, irregular shape representing the oil slick is visible in the upper center, with a ship nearby. The surrounding water shows various shades of blue and green, indicating different depths and possibly other marine life or smaller spills. The overall scene is a satellite or high-altitude view of a maritime incident.

## Response Objectives

- Minimise Unwanted Publicity
- Set Media Agenda
- Obtain Share of Voice
- Correct Misperceptions
- Provide an efficient flow of balanced information
- **Protect your reputation**

# Effective Incident Response

## *Targets:*

Owners/Managers/Operators

Charterers/Customers

Insurers/P&I/H&M

Regulators

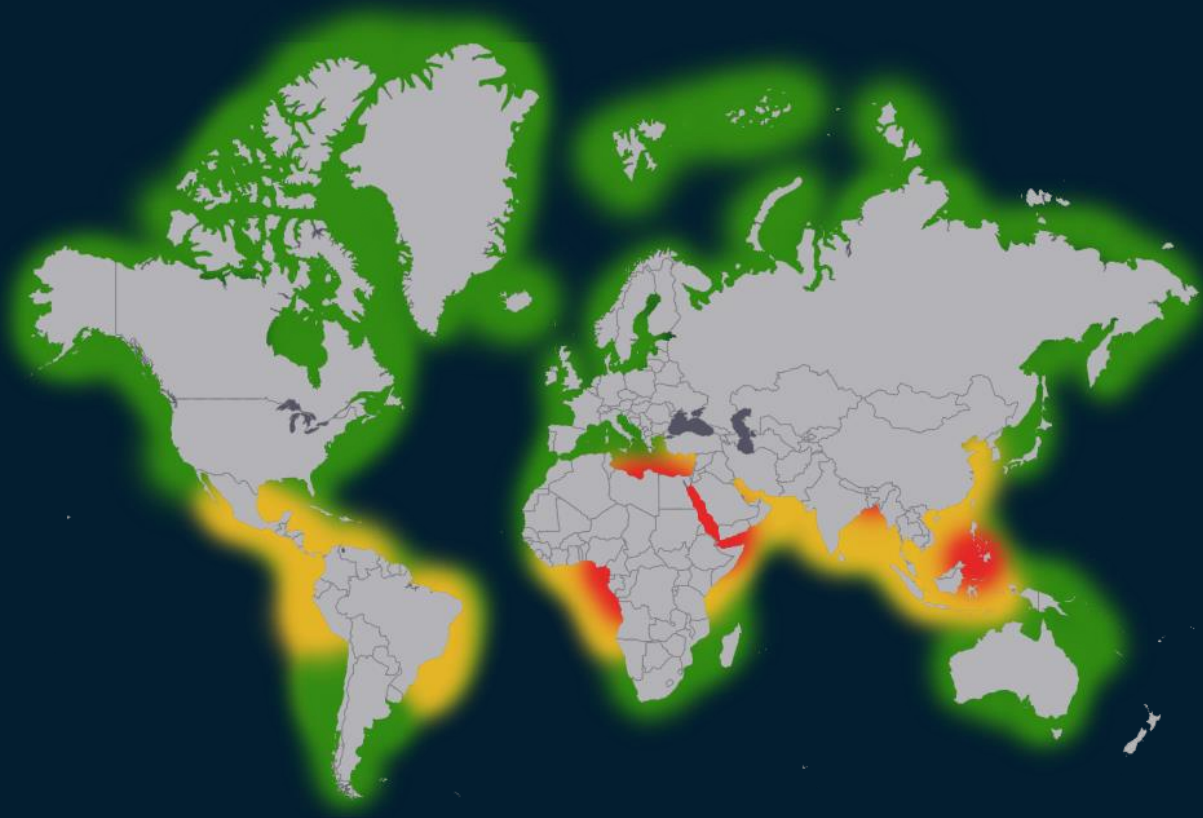
Authorities

Emergency Services

Staff & Crew



# Risk Areas 2023



## West Africa:

- Petro-Piracy
- Kidnap for Ransom
- Armed Robbery
- Issues with Authorities

## SE Asia:

- Terrorism
- Piracy

## Europe:

- Migrant and Stowaways
- Terrorism
- Activism

## East Africa & ME:

- Yemen and the Red Sea
- Strait of Hormuz
- Terrorism
- Sanctioned States

## South America:

- Drugs
- Venezuela

+ Social Responsibility Issues

## Oil tanker 'HIJACKING': Armed forces storm ship after major incident off Isle of Wight



**Mirror**

CORONAVIRUS FOOTBALL NEWS ▾ CELEBS TV POLITICS SPORT ▾ MORE ▾



## Special forces on alert for Jihadis disguised as stowaways sneaking on 'terror tankers'

EXCLUSIVE: Tonight the Mirror exposes the risk of terrorists sneaking onto ships and entering the UK with the Special Boat Service on high alert after violent stowaways were tackled on the oil tanker Nave Andromeda on Sunday



# It's not just accidents.....

- Piracy
- Financial Misconduct
- Sanctioned cargoes
- Restructuring
- Migrant rescues
- Geopolitical issues
- NGO issues
- A lessening Covid 19 threat







# EVOLVING REPUTATIONAL RISKS

- Social Media
- Geopolitical events
- ECO activism and NGO campaigns
- Cyber security
- Corporate issues, Social responsibility and integrity

# ECO ACTIVISM & NGO CAMPAIGNS



## **Ships could be targets for arrest by eco-activists, says maritime law firm**

Environmental litigation is on the rise, with attention turning to shipping

toloka.hh  
Hamburg, Germany

**17.11.2022 15:00 Uhr**

Valentinskamp 70  
Empiro Hochhaus  
20355 Hamburg  
OLDENDORFF  
CARRIERS GmbH  
& Co. KG

**STOP BUSINESS  
WITH RUSSIA!**

**GESCHÄFTS-  
BEZIEHUNGEN  
MIT RUSSLAND  
ABBRECHEN  
JETZT!**

toloka.hh

45 likes

toloka.hh ABGESAGT UND AUF NÄCHSTE WOCH  
VERLEGT!!! DATUM FOLGT

Am Donnerstag den 17.11. um 15 Uhr am  
Valentinskamp 70, werden wir vor dem Firmensitz der  
@oldendorff1921 in Hamburg protestieren und fordern,  
dass das Unternehmen die Geschäftsbeziehungen zu  
russland einstellen soll. Sofort!





HAPPENING NOW: 6 climbers are delaying a shipment of dirty palm oil from reaching European markets. Waya, a student from Indonesia is one of them. She is risking everything to stand up for our rainforests and our planet. RT this video to stand with Waya. [#DropDirtyPalmOil](#)



4:57 AM - 18 Nov 2018

870 Retweets 1,109 Likes



19 870 1.1K



You need a login, I've also included a couple of screenshots.

## Stolt denies detaining activists after tanker boarding

Owner says Greenpeace palm oil protesters were given a safety briefing, food and accommodation.

November 19th, 2018 09:59 GMT  
by Gary Dixon

Stolt Tankers has said it did not detain six Greenpeace activists who illegally boarded a tanker off Spain in a protest over palm oil.

# EFFECT OF SANCTIONS



"It's completely unacceptable that Russian gas is still allowed to flow in Finland, more than six months after [Russian President Vladimir] Putin launched his invasion," Greenpeace activist Olli Tiainen said in a statement.





# CORPORATE ISSUES

## Maersk sued: "I want justice, but I also want a change in this industry"

In a blog post last year, a US woman told of a rape on board a Maersk vessel. Now she comes forth by name and has together with another woman filed a lawsuit against Maersk for not having done enough to protect them from sexual offences. ShippingWatch has interviewed her.



Hope Hicks told last year in an anonymous blog post of a rape at a Maersk vessel. Now she comes forth by name and with picture and has recently filed a lawsuit against the Danish shipping firm. | Photo: Maritime Legal Solutions

**BY STEFAN NYGAARD HANSEN**

Published: 15.06.22 at 09:18

Hope Hicks has filed a lawsuit against Maersk, and it is first and foremost about promoting a cultural change in the maritime industry, which is characterized by a work environment hostile to women.



### Further reading

Congestion in Bremerhaven has reached "critical level"

Supertankers sail at negative rates: "The reality is more complex"

Sexual offences on Maersk ship investigated as criminal case

Xeneta customers

Sep 27

I Was a 19-Year-Old Virgin When I Was Raped by a 60+ Year-Old 1st Engineer Aboard a Maersk Ship During Sea Year. I Know Several Other Current USMMA Students Who Were Also Raped During Sea Year.

## Robert Uggla on sexual offences aboard Maersk ships: "I am ashamed"

The culture in the maritime industry needs to change, states Maersk Chair Robert Mærsk Uggla after the carrier has been sued by two women accusing Maersk of having failed to protect them from assaults.



Photo: Tycho Gregers/Ritzau/Ritzau Scanpix

**BY ASTRID STURLASON**

Published: 22.06.22 at 14:53

It is shameful that sexual offences have taken place at container carrier Maersk.



### Further reading

Shippers lodge complaint to FMC over USD 180m dispute with Maersk

Maersk to seek settlement in harassment cases – could lead to million-dollar compensation for two women

Share





The ship regularly ferries cars for Volkswagen, Lamborghini, Audi and Porsche across the seas (Image: Marinha Portuguesa)

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## Cargo ship carrying 4,000 Porsches and Volkswagens catches fire in middle of Atlantic

The ship, which was headed for the US, sounded the alarm after a fire broke out in the hold - leading to the evacuation of the 22 crew members aboard, some of whom had to be rescued by helicopter



# Dark Sites

## Site Analytics

16<sup>th</sup> February – 16<sup>th</sup> March 2022  
(*Felicity Ace*)

Total Site Visits:

**81,318**

## Felicity Ace Incident Information Centre

[Incident Overview](#) [Vessel Details/Ownership & Management Details](#) [Press Statements](#) [Contact Information](#) [Japanese Section \(日本語訳\)](#) [Portuguese Section \(Seção Portuguesa\)](#)

## Latest Press Releases

### Statement 11 - 14th March, 2022.

MOL Ship Management (Singapore) updates the situation regarding the 'Felicity Ace' car carrier.

The vessel sank on March 1 around 9AM local time around 220nm off the Azores after having suffered a list to starboard side. The oil slick seen at the time of the sinking has drifted as it dissipated, and experts say it will soon disappear. During this time, a trace of a small amount of oil was found to have surfaced as an oil film from the site of the sinking. We have also obtained the opinion by the experts that it will gradually dissipate as it drifts.

In accordance with expert organizations opinion that it is unlikely that a large-scale oil spill will occur and it is appropriate to continue observation using satellite photographs for a while, we will continue to observe the situation using satellite photos and establish a system to respond quickly to the situation.

# MT PRINCESS EMPRESS INCIDENT INFORMATION CENTRE

*DISCLAIMER: This dedicated site is available to provide information to media and other stakeholders in order for them to provide accurate and timely information to the public.*

[Home](#) [Incident Overview](#) [Vessel Details](#) [Press Statements](#) [FAQ](#) [Contact](#) [About this Website](#) [Privacy Policy](#)





# Social Media





**Alistair Bunkall**   
@AliBunkallISKY

Photos that I understand to be from onboard Front Altair:



12:49 PM · Jun 13, 2019 · [Twitter for iPhone](#)

58 Retweets 54 Likes



**Patriot News** @LiberPatriot · 4m

IRANIAN LINKED AL-MAYADEEN MEDIA SAYS THE **FRONT ALTAIR** OIL TANKER IS '**SINKING**' IN THE GULF OF OMAN.



**Michael McCabe** @IntellFusionCEO · 6m

- Iranian news agency claims Iranian Navy are rescuing crews of two vessels.  
- Unconfirmed report that **Front Altair** is **sinking** or has sunk.



[Show this thread](#)



**Oliver Brown** @oijcbrown · 13m

Reports now that the **Front Altair** is **sinking**. All crew were reported as rescued earlier.



[Show this thread](#)



**M27** @M27Unchained · 14m

Right now: **Sinking** ..  
(**Front Altair** built in 2016) [#Hormuz](#) near [#Fujairah](#) [#OOT](#)



**Firoze Sethna**  
@Firozzer

[Follow](#)

[@MarineTraffic](#) Is MV Front Altair in some kind of torpedo trouble? Hearing rumours about the same...

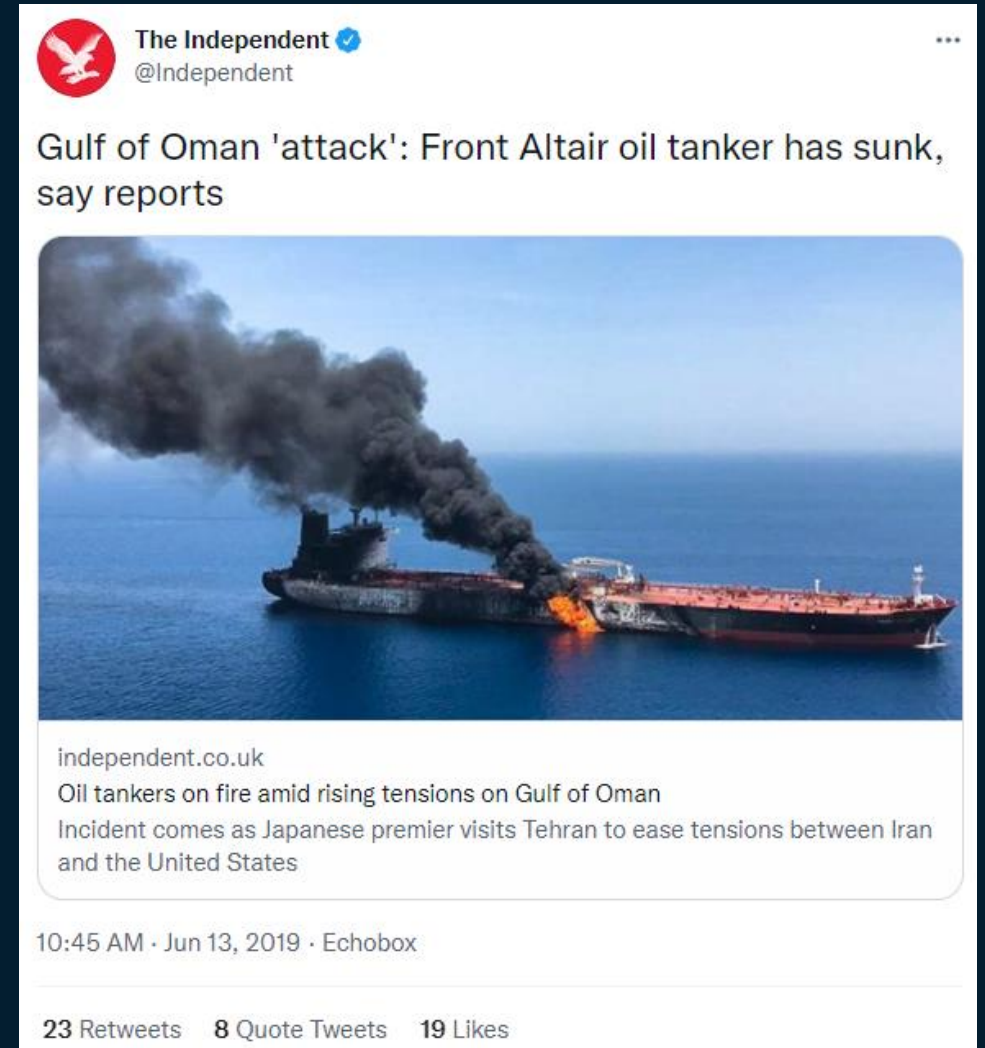
6:10 AM - 13 Jun 2019

1 Retweet 1 Like





# Online conversations becoming offline problems...



**sky news breaking** Sky News Breaking ✓ @SkyNewsBreak · Jun 13, 2019  
The Iranian news agency IRNA reports the Front Altair oil tanker has sunk after being damaged in an incident in the Gulf of Oman

21 137 101

**sky news breaking** Sky News Breaking ✓ @SkyNewsBreak  
Reuters reports that a Frontline spokesman has denied a report by the Iranian news agency IRNA that the Front Altair oil tanker had sunk after being damaged in an incident in the Gulf of Oman

10:45 AM · Jun 13, 2019 · TweetDeck

53 Retweets 5 Quote Tweets 49 Likes



**sky news**

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## Limpet mines used in tanker attacks 'strikingly' like Iran's, US says

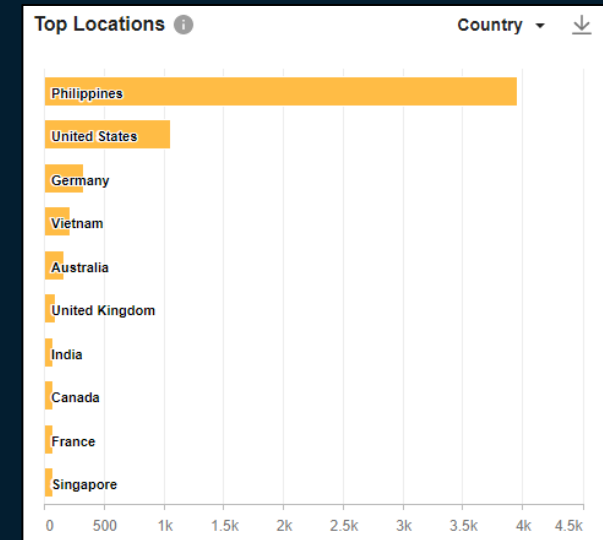
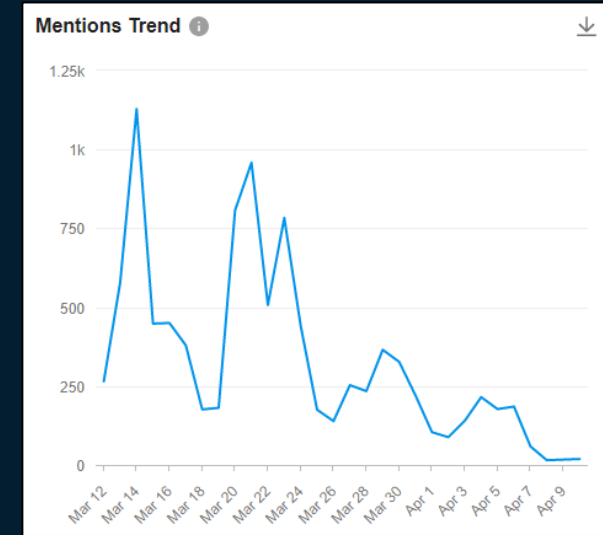
The pieces of debris and a magnet were left behind by Iranian forces when they removed an unexploded limpet mine, the US says.

A close-up photograph of a limpet mine. It has a green, textured, somewhat circular body with a dark, metallic base or attachment point. The mine appears to be a modern, unexploded device.



# Media & Social Media Monitoring

- 24/7 monitoring from the moment MTI receives an incident notification.
- Specialist software filters results via key words and AI.
- International, local, trade press and social media.
- Compiled into a comprehensive media summary report.



A woman in a dark jacket is the center of a large crowd of people, mostly men in suits and women, many of whom are holding microphones and cameras. The scene is crowded and appears to be a press conference or a media encounter. In the background, a banner with a logo and the word "DISARMAMENT" is partially visible. The overall atmosphere is one of intense media interest.

# Communicating with the Media





# | Scenario

There has been a collision in the Houston Ship Channel between your vessel, a tanker, the 'Cedar' and another vessel 'Pacific'. A tank has been breached.

A section of the Channel has been shut by the US Coast Guard for safety and counter pollution issues. Two of your seafarers have been flown ashore to receive medical treatment.

Oil is reaching the shoreline and environmental groups are posting images of dead sea birds....





# | Media Response

1. What is your media strategy?
2. Who will respond on your behalf?
3. What will you be saying?

# Incident Response

From the moment an incident occurs...

- **Media Monitoring:** Immediate monitoring of traditional, trade, and social media with detailed reports to the company
- **Press Statements:** Draft holding statement for approval and use by company as necessary
- **Media Representation:** Dedicated information centre and telephone number established for client. Media calls and emails can be directed to MTI, while facts are established, relieving pressure on the company
- **Media Engagement:** Statements, key messages, Q&A's and speaking points



# MTI Incident Response

In the event of a crisis...

MTI Network will support the ERT and Communications Team with:

- ✓ Strategic recommendations
- ✓ Immediate media/social media monitoring/ PSC Monitoring
- ✓ Expert media advice and counselling during an incident, including engagement with the press.
- ✓ Holding Statements, on-going statements, Q & A's and messaging
- ✓ Media responders on site if required
- ✓ Interviews and Press Conferences if required





# MTI Network Service

MTI Network can offer proactive support to Shipowners and Managers:

- ✓ Basic media training
- ✓ Advanced media training for senior management
- ✓ NOK response training aimed at crewing personnel
- ✓ Preparation for all types media response
  - Telephone enquiries, online and in-person interviews, media ambush, press conferences
- ✓ Media Q&As
- ✓ Participation in drills
- ✓ e-Learning platforms for shoreside staff and seafarers



# | Media Response

1. What is your media strategy?
2. Who will respond on your behalf?
3. What will you be saying?

Let's try a few questions....

# Questions and Conclusion.





Argentina | Australia | Belgium | Brazil | Cameroon | Canada | Chile | Columbia | Cyprus | France | Greece |  
Hong Kong | India | Indonesia | Italy | Japan | Malaysia | Mexico | Mozambique | Myanmar | Nigeria | Peru |  
Philippines | Scandinavia | Scotland | Singapore | South Africa | South Korea | Spain | Thailand | The  
Netherlands | Turkey | UAE | UK | USA | Venezuela | Vietnam