

## Sample Media Policy and Guidelines

### Overview

ABC Company is an established and highly respected company. We have a reputation for providing excellent, professional services and we enjoy strong relationships with our customers as their destination for (describe the services the Company provides).

While providing this service, the news media is frequently interested in ABC Company. We have a responsibility to be open and responsive to their information requests because the media are among the many ways our customers and business partners build their individual perceptions of ABC Company and the work we do in the communities we serve.

### Purpose

This policy exists to assure that information disclosed by ABC Company is timely, accurate, comprehensive, authoritative and relevant to all aspects of ABC Company. Adherence to this policy is intended to provide an effective and efficient framework to facilitate the timely dissemination of information.

### Scope

This media policy applies to all employees of ABC Company and its subsidiaries and divisions as well as members of its Board of Directors concurrent with the Company's Disclosure Policy. This policy covers all external news media including broadcast, electronic and print.

### Designation of Company Spokesperson

Corporate Communications is designated as ABC Company principal media contact and company spokesperson. This department has expertise in media relations and weighs each media inquiry to determine the best way to provide information in relationship with other information that is not yet public. Corporate Communications will convey the official ABC Company position on issues of significance or situations that are particularly controversial or sensitive in nature. Among corporate communications responsibilities:

- Increase public awareness and understanding of ABC Company, the services that we provide our communities and our future prospects for growth.
- Promote a positive public image of ABC Company and the work we do to the audiences that are important to the Company, which includes existing

and prospective customers, employees and vendors/landlords as well as government officials, banks, shareholders and our industry peers.

Depending on the situation, an individual external to corporate communications may be asked to be a spokesperson on a particular issue due to their knowledge, experience and expertise. Corporate communications will work with that designated spokesperson to prepare them for the media interview as needed. Preparation may include developing talking points as well as counseling, training and practicing for the interview.

### Guidelines for Talking with the Media

A reporter, producer or other news media may contact you for a number of reasons, for example:

- To get information about ABC Company.
- To get information about a recent unexpected event such as natural disasters, thefts or arrests, accidents or injuries; customer or employee complaints, federal, state or local regulatory actions; etc.
- To get information or comment about an action or event that could impact our industry, new competitive entrants, new product launches, changes in government or Company policies.
- To get general information on a topical story in your community such as changes in local governmental officials or policies, problems or issues specific to the community you serve, etc.

Refer all media calls to corporate communications. Please do not say you are not allowed to talk to a reporter or have to get permission to do so. Instead, tell the reporter: "ABC Company policy is to refer all media inquiries to corporate Communications. You can reach them at (telephone number)."

Whenever taking a call from the media, the same courtesy and professionalism in which we approach customers should be displayed toward the media. Please act quickly when approached by the media to ensure that the reporter's deadline is met. This is important because the way this call is handled may be the reporter's first impression of ABC Company and that first impression may end up in the story published or the news segment broadcast. In order to promote our customer service image, it is important to respond quickly, courteously and professionally to all media calls.

Please remember to contact corporate communications if and when you have been approached by the media. Even though you have referred the media,

Corporate Communications will need your help to prepare a response. Do not let a reporter compel you to answer questions on the spot. It is always beneficial to prepare in advance in order to provide accurate and relevant information.

### Guidelines for Photographs and Film

A similar process as described above will be used when someone from the media is requesting permission to take photographs or to film inside our facilities. Refer the caller to Corporate Communications. No one will be given access to your facility for a photo or filming without approval from Corporate Communications, and equally important, Corporate Communications will not give approval without talking in advance with the manager of the facility. This is a joint decision between the facility and Corporate Communications. Decisions will be based upon a number of considerations including but not limited to:

- What does ABC Company have to gain from the photo and filming?
- How much disruption will this cause to operations?
- What is the age and condition of the facility?
- Does the facility look “picture perfect” good?

A reporter or camera crew may show up unannounced at your facility. This is most likely to occur in crisis situations at one of our facilities or within one of the communities we serve. Or, it could occur if the media learned about an event at your facility from an external source who has organized a demonstration or boycott.

Please know that Corporate Communications will not send the media to any company operating facility without prior approval by the facility manager. When dealing with reporters and camera crews who may show up unannounced, the facility manager and staff should act with the same courtesy and professionalism as we approach customers. Contact Corporate Communications immediately and let them know which news source is there. Corporate Communications will contact the camera crew’s news room or the print photographer’s editor for clarification.

We cannot prevent the filming or photographing of common areas outside of our facilities which we do not operate. Examples would include public parking lots, courtyards and walk ways.

The following guidelines should be used when television camera crews or print photographers show up unannounced at your facility.

- Although we cannot prevent the media from photographing or filming the exterior of our facilities, we will contact their news room and/or editors for clarification.

- The media cannot enter our facility to photograph or film without permission.
- The media cannot block the entrance to our facility or prevent people from entering our facility or conducting business as usual.
- We can inform the media if our customers complain about the inconvenience caused in the parking lot or walkways.

Be courteous and friendly, but also remember that no matter how congenial or affirming the reporter, photographer or camera crew are, everything you say and do may be observed and reported by the media representative who is trying to make the facility come alive for his/her audience.

#### Guidelines for Seeking Media Coverage

In circumstances in which you believe you have a positive news story to share with the public, contact Corporate Communications. It is the only department authorized to distribute ABC Company news releases, pitch coverage of particular events or hold news conferences.

- Do not call a reporter directly without first consulting Corporate Communications.
- Corporate Communications will work with you to gather information and determine if and how the news media should be contacted. Similar measures used by editors and reporters will be considered to determine if your story is newsworthy.
- Some news items may be more appropriate for internal publicity such as the ABC Company employee newsletter or other forms of employee communications.

These guidelines apply to our landlords, tenants and third party vendors or contracted services.