

# SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION

## CORPORATE POLICY 6.09

### MEDIA

Chapter: 6.0 – Personnel Policies

Section: 6.09 - Media

Effective Date: November 17, 2010

#### 1.0 PURPOSE

1.1 To establish a policy relating to the media relations of the CORPORATION.

#### 2.0 EFFECTIVE DATE AND AMENDMENTS

2.1 This Policy shall be effective upon the approval by the BOARD. This Policy may only be amended by approval of the BOARD.

#### 3.0 PROCEDURES

3.1 The President or his/her designee is authorized to establish and disseminate administrative procedures to implement this BOARD POLICY, as applicable.

#### 4.0 POLICY

4.1 It is the policy of the CORPORATION to provide the news media with accurate information. The CORPORATION receives many requests from the news media for information concerning various projects, programs, and events. In order to assure that all information provided is accurate, consistent with other news releases, and up to date, it is important that any and all requests from the media be directed to the PRESIDENT. Inquiries from the media should be handled as follows:

4.1.1 Take the caller's name, affiliation, telephone number (if calling) or other contact information and the subject the request is regarding.

4.1.2 Assure the caller that his/her request will be immediately referred to the PRESIDENT.

4.1.3 Indicate that the PRESIDENT will be better able to respond to his/her request and will respond or return the call as soon as possible.

4.1.4 Forward the message to the PRESIDENT as soon as possible.

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- 4.2 The PRESIDENT may refer members of the media to specific employees for more detailed information. In such cases, the PRESIDENT, will apprise the employee that the request for an interview has been referred and will offer guidance, if necessary, as to how the media contact should be handled.
- 4.3 Under no circumstances is any employee to discuss the business of the CORPORATION with any member of the media unless directed by the PRESIDENT. The PRESIDENT is the only individual authorized to do so.