

SECTION: Human Resources		GUIDELINE #: HR-014
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GUIDELINES FOR EMPLOYEE CONTACT WITH MEDIA

For those employees whose responsibilities include dealing with the media, the following is offered:

- Take time, especially in response to telephone calls from the media, to obtain information that is being sought and to prepare answers. Tell the media that you will get the information and call back within a specified time.
- Establish your relationship with the media early in the conversation and never say anything you would not want to see in print, hear on radio or see on television. Talk as though you are going to be quoted and never say anything off the record.
- If you are required to forward the Corporation's view on a subject, inject short concise points that can be used to a positive advantage.
- Know the Corporation, its responsibilities and where to direct inquiries. Stay informed on issues and know the media.
- Protect your credibility and self esteem by being honest with the media.
- Do not provide information or opinion on matters beyond your specific responsibilities.