

# Media Policy (Generic)

(A sample media policy that may be suitable for adaptation by your organization.)



Accurate, balanced news coverage of our organization is very important as we work to build public understanding of and support for our products/services. Our goal is to be open and responsive to the public and the news media by providing information in a timely way. We want to be thought of as customer-oriented, innovative, forward-thinking and leading the way in our business.

Care must be exercised, however, to assure that we do not give out confidential information about our customers/clients or vendors. Nor can we offer information that would be useful to our competitors, including unannounced products or services, forecasts of future sales or market share, future business partnerships, mergers or acquisitions. We do not disparage our competition in the media or in any other communication, whether internal or external. Every effort must be made to guarantee the accuracy of information we disseminate, and to assure that it is provided by people who are knowledgeable on the issue, who understand the media and know how reporters conduct interviews and what we can and cannot say.

We have two basic guidelines related to dealing with the media:

1. Only those who have received specific authorization from the Executive Department are to respond to media inquiries for information. If you are contacted by a reporter, do not give out any information, no matter how insignificant it may seem, until you have received specific approval to do so. Instead, ask the reporter what information he or she wants, which newspaper, magazine, radio or television station or web publication they represent, what their deadline is and how to contact them by phone. Then immediately advise our public information office at (555-1212). They will decide how to handle the response.
2. Any effort to contact the media on behalf of the organization to generate or respond to media coverage, including letters to the editor or blogs, must be coordinated by the public information office. Internet posts, including blogs by employees, even if not done during working hours, must be cleared in advance with the public information office. Lacking specific approval, such communications are not permitted, and may result in disciplinary action. Such communications may include, but are not limited to, news releases, news briefings, news interviews, news conferences, public service announcements, advertisements, public affairs programs, radio or television talk shows, letters to the editor, guest editorials and requests for sponsorships or editorial support, blogs, posts on YouTube, MySpace or other Internet sites newsgroups, chatrooms, wikis and forums.