

XVI. MEDIA INQUIRIES

There is no way to predict when an emergency or crises may occur, or what form it may be. To avoid the element of surprise and to minimize the possibility of compounding problem by the method in which an incident is handled, it is important to institute a plan, which specifically outlines proper procedures to adhere to when preparing for, or confronting an emergency situation.

- All employees should be trained to direct all media inquiries to the Store's manager.
- Store managers should respond only to those questions directly related to their store and only under the guidelines set forth by the store's corporate office.
- Notification of media inquiries to individual stores should be given to the Mall's General Manager. The General Manager can be reached at 360.692.7373.
- Prior to making any comments to the media, be sure to confirm that the information you are providing is accurate and factual. This will reduce the potential for false reporting by the media.
- If a store manager does not want to comment to the media, advise the questioning individual that you have no comments.
- If the media arrives on property and verbally pushes employees or store management for information and you need assistance in gaining control of the situation, contact Mall security at 360.731.5129.
- If the media is asking any questions that do not specifically relate to your store, please direct them to the Mall Manager at 360.692.7373.

TIPS IN HANDLING THE MEDIA

- You can always control the type of information conveyed to the media. You have no control over what is actually reported or how the information is reported.
- Reporters will acknowledge everything you say as "on the record". They are not attempting to trick you, however, remember that they are after specific editorial information that must be gathered in order to produce their report.
- Do not give the media opinions – give them the "facts and the truth".
- Always record the reporter's name, company they are reporting for and telephone number that you can reach them at. It is also good to inquire about any deadline they may have for getting the information they are looking for.
- Never hesitate to indicate to the reporter that you would like to have the questions emailed over in writing. This will allow you time to think and, if necessary, contact your regional manager or corporate office regarding the information being requested.