

MEDIA ENQUIRIES PROTOCOL

Since a reputation can be made or damaged with only one good or bad press article, it is crucial that we keep careful control of the information given to the media about Keepmoat, our people and the project we are working on.

So, if you receive an enquiry from the national, trade or local media about Keepmoat or any of the projects that the company is involved in, please use the following protocol:

Step 1: Do not comment or provide any information

Step 2: Take a message and advise the journalist that someone will call them back.

The message should include the following information:

- ▶ Name of the journalist
- ▶ Name of their magazine, newspaper or other media organisation
- ▶ Contact details – telephone number and email address ideally
- ▶ What they are calling to discuss
- ▶ What their deadline is

Step 3: Immediately call the following Keepmoat contact:

Liz Dimitrijevic – 07976 682403

Step 4: Inform your Line Manager

All requests for interviews, site visits, filming, photography or information must be channelled through the Keepmoat Communications team, even if initiated by a client.