

Media Relations Policy



The intent of this policy is to establish protocol and procedure in the event a member of the media visits one of our communities. The purpose for the visit will always be to obtain knowledge, so it is imperative that any information we provide is factual. Inflammatory or private information only serves to worsen an event and could potentially cause further harm to the company, its reputation in the community, and/or the residents in our charge.

For all “good news” messages such as parties, birthdays, special events, and other positive marketing events, the administrator of the facility may contact and/or speak with any member of the media. Remember to be upbeat, succinct, and just generally positive in all your communication. The media can serve as a very powerful marketing tool for the facility, so all of our communication with them should reflect that feeling we want the community to feel when they hear or read about The Cottages.

For all newsworthy events or crises where the potential is there for negative publicity, no employee of The Cottages is allowed to speak with the media or comment on an incident. All such requests for comments should be referred to Mark Maxfield, CEO.

In the event that an administrator finds herself in an unavoidable confrontation with a reporter, remain calm. Think before you speak and keep it simple. If you don’t know, say so. Never speculate and never lie. You might respond with a simple, *“All the facts of this incident haven’t come to surface yet; however, I am initiating a full investigation of the matter, and if I find out new or further information, I will let you know.”* Continue with, *“Company policy prohibits me from commenting further; however, if you will contact Garold or Mark at this number, they may be able to help you. I’m sorry, that’s all I can tell you.”* Never say, *“No comment.”* It only makes you look more guilty.

In summary, all news is publicity, and media bias is usually negative. It is with this in mind that we strive to protect our residents and staff by carefully monitoring the amount and type of information that is given to media sources. The Cottages will strive to take all measures reasonable to safeguard our employees and staff, including safeguarding all information that is released to the media.

Adopted May 20, 2009