

# IN-STORE MEDIA HANDLING GUIDELINES

Dear Store Team

As ambassadors of XXXXXXXXX, you represent us in the way you speak, look and express yourself, especially when you are on duty. Below are simple guidelines to assist you in handling media should they arrive at the store, either approach you or start filming, photograph, interview customers or employees on the premises.

**Step 1**                    **Stay calm and polite as you always are to customers.**  
*Politely ask the journalist to wait and immediately inform the Store Manager.*

**Step 2**                    **Politely gather the needs of media**  
*Store Manager should politely gather the journalist's intention.*

**Scenario 1 – If the media intends to pose questions to you**  
*Do not answer any questions – reply in a polite way suggested below:*

*“I am not an official spokesperson for XXXXX, but let me take down your questions and I will try to find a spokesperson to comment.”*

*Kindly ask the journalist to leave contact details for follow-up purpose, including:*

- *Name of journalist*
- *Media Organisation they represent*
- *Contact details (tel. And preferably mobile for quicker follow-up purpose)*
- *Questions they would like to ask*

*(NOTE - Such information should then be put on the **Media Log Sheet** by the Store Manager and submit to Office after the media departs.)*

**Scenario 2 – If the media intends to take photos or film INSIDE the store**

***Do not allow photography / filming before office approval** - Store Manager should politely explain to journalist that it is the company procedure to contact the office first before they can allow media to photograph, film or interview customers. Kindly ask the journalist the following details for getting approval from office, including:*

- *Name of journalist*
- *Media Organisation they represent*
- *Contact details (tel.)*

*(NOTE - Such information should then be put on the **Media Log Sheet** by the Store Manager and submit to Office.)*

**Step 3**                    **Contact the Office.**  
1<sup>st</sup> Contact: XXX, XXXXX,  
   Office hour – XXXXX Non-Office hour – XXXXXXXX  
2<sup>nd</sup> Contact: XXXXX  
   Office hour – XXXXX Non-Office hour – XXXXXXXX  
3<sup>rd</sup> Contact: XXXXXXXX  
   Office hour – XXXXX Non-Office hour – XXXXXXXX

## Step 4

### **Keep the journalist accompanied.**

*Do not leave the journalist alone while the Store Manager is making call to the office.*

## Step 5

### **Provide assistance**

#### **Scenario 1 – If the media intends to pose questions to you**

*The office will usually give Store Manager an indication that they will reply to the journalist within a certain period of time OR they can immediately talk to the media over the phone. Depending on the office instruction, Store Manager should explain clearly to the journalist the company's action:*

*“Our office will respond to you within XX minutes. Ms [office contact person] will contact you on your mobile or office number.”*

*“Ms [office contact person] of our office would like to give you replies now over the phone. Please come with me to the telephone.”*

#### **Scenario 2 – If the media intends to take photos or film INSIDE the store**

*When the Office has confirmed that the media is allowed to photograph, filming or interview consumers, Store Manager should keep him/her accompanied and provide any assistance (e.g. where to find certain products) as necessary. Please be as HELPFUL and POITE as possible.*

## Step 6

### **Complete the Media Log Sheet**

*When the journalist has left, complete details on the log sheet and submit to XXXX at XXXXXXXX (Email: XXXXXXX)*

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## **DO's and DON'Ts for handling media:**

### **DO's:**

1. Be positive and polite.
2. Stay calm, friendly and professional.
3. Listen to the journalist and give him/her individual attention.
4. Respond, if necessary, with polite, short, standard message on enquiries on product details and refund/exchange guarantee details.
5. Ask for name card or write down contact details of the journalist.

### **DON'Ts:**

1. Do not ignore or avoid the media.
2. Do not say "No Comment". Use the suggested reply under "Step 2".
3. Do not tell a reporter or customer anything "off the record".
4. Do not make comments to the media or offer personal opinions.
5. Do not comment on any competing brands/chain stores or provide any information in relation to them (e.g. product pricing)
6. Do not promise anything to the reporter.
7. Do not allow the media to film, photograph or interview customers or employees without the Office's approval.
8. Do not try to speak privately to other colleagues in front of media. If necessary, move the conversation to a private area.
9. Do not give out any contact details or other personal information about any colleagues. Always get the media contact details for the office to follow-up rather than giving the media the office contact number.

*[Point #8 would vary in different country. If there is a PR person, his/her number should be made available to the journalists.]*

## MEDIA LOG SHEET

*Please complete as much details as possible on this form  
immediately after the departure of the media,  
and email to XXXXXX at XXXXX*

Store No.: \_\_\_\_\_

Date: \_\_\_\_\_

<b>Name of Journalist:</b>	
<b>Organisation representing:</b>	
<b>No. of people (if arrive in a team):</b>	
<b>Time of Visit:</b>	
<b>Purpose of Visit (e.g. filming, interview, photograph):</b>	
<b>Office approval:</b>	<input type="checkbox"/> Yes (who? _____) <input type="checkbox"/> No (who? _____)
<b>Duration of stay:</b>	
<b>Any questions asked?</b>	
<b>Other remarks: (e.g. attitude of media, their response, assistance provided, etc.)</b>	

Completed by: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Time: \_\_\_\_\_