

<b>Title:</b>	<b>Media Inquiry Protocol</b>	<b>Effective Date:</b>	<b>07/17/2017</b>
<b>Author:</b>	<b>Trish Piontek</b>	<b>Last Review Date:</b>	<b>03/17/2022</b>
<b>Location:</b>	<b>All Locations</b>	<b>Last Revision Date:</b>	<b>03/25/2021</b>
<b>Functional Area:</b>	<b>Marketing</b>		

### POLICY

The purpose of this Standard Operating Procedure (SOP) is to outline specific procedures regarding communication between members of the media and any employed or subcontracted staff of Liberty Healthcare Corporation and its affiliate organizations. Media inquiries include, but are not limited to, telephone calls, email inquiries, and in-person interview requests made by any external print, radio, television, or online publication working to solicit information regarding the organization.

### PROCEDURE

1. Upon receiving a media inquiry, employed or subcontracted staff should refrain from giving any statement whatsoever other than requesting the following information:
  - a. Name and affiliation of media contact
  - b. Purpose of the media inquiry, including any specific information requested
  - c. Phone number
  - d. Email address
  - e. Required timeline
  - f. Relevant contextual information (any event that may have triggered the call, potential impact etc.)

It should be communicated (i.e. "let me have someone call you back" or "I will forward your message to...") that the media inquiry will be forwarded to the appropriate staff member for response and follow-up.

2. All inquiries and information obtained through the Liberty Healthcare Corporate Office shall be immediately transmitted via email to the Director of Marketing. **Please note that for those inquiries that are received by a local program office, the Contract Manager or the Program Director will contact the customer, decide on how to address the inquiry, and handle the response accordingly.**
3. The Director of Marketing shall follow-up with the media point of contact to confirm the nature and scope of the inquiry.
4. Following confirmation of the media inquiry, the Director of Marketing shall assist in developing a coordinated response by informing all members of the Executive Management Team, including any Contract Manager(s) and Program Director, if the inquiry involves specific program(s) operations.
5. Depending on the nature of the inquiry, a designated member of the Executive Management Team, Contract Manager, and/or the Director of Marketing will be responsible for developing a response to the media inquiry. This response will be internally circulated, as appropriate, for review and approval.
6. Following approval of the media inquiry response, a designated member of the Executive Management Team, Contract Manager, or the Director of Marketing will communicate the organization's response to the media point of contact.

Approved By: \_\_\_\_\_

### Revision History

Version	Date	Author	Summary of Changes
#1	07/17/2017	Trish Piontek	Policy Created
#2	03/25/2021	Trish Piontek	Policy reviewed with the following changes: replaced VPO with Contract Manager
#3	03/17/2022	Trish Piontek	Policy reviewed with no changes made