

APPENDIX M: GF4L MEDIA RELATIONS POLICY

Wholesome Wave Georgia strives to advance its mission by communicating openly and honestly using consistent messages about our programs with its constituents, including the media. It is important for all Georgia Fresh for Less partners to reinforce these messages by following the media relations procedure below.

1. Please refer all calls or visits to the GF4L market manager; if he or she is not available, refer to Wholesome Wave Georgia's communications lead.
2. We encourage the GF4L market manager to do the following when speaking with a media representative:
 - Find out the reporter's contact details and his or her deadline.
 - Find out the nature of the story ("May I ask what kind of a story you are working on so that we can gather the appropriate information and have all the facts?").
 - Inform the reporter that you will return their call with the appropriate information by a stated time and date.
 - Refer to the GF4L toolkit, particularly the elevator pitch and key messages, when crafting your response to the reporter.
 - Contact Wholesome Wave Georgia's communications lead if you need further assistance answering the reporter's questions.
3. If you cannot answer the reporter's questions to respond in time for the deadline, call the reporter back, explain the situation, and apologize profusely, but still decline to answer the question yourself until you have the appropriate information. Do not allow the deadline to pass without offering some kind of response to the reporter.

Key Points to Remember When Dealing with the Media:

- Be courteous.
- Lend a helping hand.
- Find out what the reporter needs to know and what his or her deadline is.
- Don't let a deadline pass without a response.
- Only answer what is asked of you. Any more than that, you might risk giving out the wrong information.