



A **NewellRubbermaid** Brand

# Media Relations Guidelines and Policies

## ABOUT MEDIA (PUBLIC) RELATIONS

Marketing Communications Managers, in collaboration with agency partners, are responsible for the development of public relations plans, press releases, corporate intranet releases and media relations strategies to support IRWIN's product or marketing initiatives.

### Public relations is used to support:

- Brand building
- Product launches
- Line extensions
- Consumer events and promotions
- Trade events
- Organizational announcements

### Public Relations/Media Contacts for IRWIN Tools:

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## INTERACTING WITH MEDIA ABOUT NATIONAL TRADESMEN DAY

Typically, ALL media inquiries should be directed to the Marketing Communications team or other appropriate media spokespeople (as indicated on the following pages). However, the **IRWIN media policy has been relaxed for National Tradesmen Day** so that ALL employees can proudly speak on behalf of National Tradesmen Day. The only parameters for this relaxed media policy are that **ONLY** leadership can speak with the media about brand strategy, financial performance, overseas manufacturing, etc., even if in the context of National Tradesmen Day.

If you are approached by media, and feel uncomfortable speaking "on the record" or on camera, please direct media to the Marketing Communications team.

## INTERACTING WITH MEDIA ABOUT IRWIN TOOLS

### Responding to Questions from Media

Only marketing employees who have attended Media Training should respond to questions from media representatives. It is appropriate to provide answers, based on your subject matter expertise, with the following parameters in mind:

Job Title	Communication Parameters
Communications Manager	Events and promotions
Product Manager, Senior Product Manager, or Communications Managers	Product demonstrations, product attributes, product launches and performance claims (always avoid competitive comparisons)
Senior Product Manager (in regions other than North America)	All of the above, plus brand strategy
Sales Director or Operations Director	Business strategy and industry information
Director of Marketing/GBT Leader	All of the above, plus global category information and marketing
Vice President or President	All of the above, plus brand and business strategy
President (in collaboration with Corporate Communications or Investor Relations)	Only the President or designee shall respond to media on questions related to financial performance or to inquiries from financial publications.

If you are approached by the media with a question that is outside your area of expertise or the parameters outlined above, please follow guidelines under “Deferring Questions from Media” below.

Please remember that there is no such thing as commenting “off the record!”

### Deferring Questions from Media

If you are contacted by a member of the media, you are not *required* to respond to questions. It is *always* acceptable to let the media representative know that you will have the appropriate individual from the company contact him/her with a response, rather than answering questions at that time – even if you end up being the appropriate contact.

Forward the media representative to the appropriate Marketing Communications Manager or Director of Marketing Communications. Deadlines are critical for editors, so if you cannot connect the media representative immediately with a Communications Manager, please gather the following information and forward it to the Communications Manager:

- Name
- Media outlet
- Phone number/email address
- Subject matter
- Deadline

### Media Training

Contact the Senior Marketing Communications Manager or Communications Manager to schedule media training.

## **CRISIS MANAGEMENT**

All potentially negative publicity for the IRWIN brand or company is handled as a collaborative effort between Corporate Communications, Marketing, and Human Resources, depending on the nature of the issue. Any concerns about negative press should be directed to the Director of Marketing Communications or Senior Marketing Communications Manager for appropriate follow-up.

## **SCHEDULED INTERVIEWS AND PRESS RELEASES**

### **Scheduled Media Interviews**

The Marketing Communications Director or Manager will schedule interviews between the media and the appropriate company representative. When possible, questions will be obtained prior to the interview. The Director or Manager of Marketing Communications will assist with talking points and/or responses to questions, if requested by the interviewee.

### **Press Releases**

All press releases for the IRWIN brand are to be written by a Communications Manager or the PR agency partner, in collaboration with appropriate subject matter experts. Based on the content of the release, the Communications Manager will route the press release for approval. All IRWIN press releases are routed to Corporate Communications for feedback.

### **IRWIN Spokespeople**

In press releases and interview responses, only GBT Leaders, the Vice President of Marketing, or the President should be quoted or positioned as a spokesperson for the IRWIN brand.

### **IRWIN Boilerplate (North America)**

The approved boilerplate for press releases should be used verbatim (see below), unless other communication is approved by the Director of Marketing Communications.

#### **About IRWIN Tools**

IRWIN® Tools manufactures and distributes a broad line of hand tools and power tool accessories including VISE-GRIP® pliers and wrenches, MARATHON® saw blades, QUICK-GRIP® clamping tools, SPEEDBOR® wood drilling bits, STRAIT-LINE® marking tools, UNIBIT® step drill bits, MARPLES® fine woodworking tools, and HANSON® taps and dies. IRWIN Tools is a part of Newell Rubbermaid's global portfolio of leading brands. For more information, call 1-800-GO-IRWIN or visit [www.irwin.com](http://www.irwin.com). IRWIN invites the nation to celebrate **National Tradesmen Day**, on **Friday, Sept. 21, 2012**.