



LET'S GET *moving*

The NSM Media Policy

With the continued growth of our company, it is important that coverage of NSM in the media properly reflects our mission, is accurate and respects our clients' privacy at all times. An [official NSM media policy](#) has been created to ensure the management of information and interactions with the media are responsible, consistent and legal.

What kind of media could be contacting you?

Local, regional, national or international print, broadcast and online outlets. Media inquiries may come from a variety of outlet types such as your local newspaper or television station, a blog or podcast, a magazine, or even a national television program.

What type of inquiries should I expect?

These inquiries may come from a phone call, email or in-person conversation.

What should I do if I receive a media inquiry?

Employee responses to any media inquiry should always be the same. Let the reporter or media representative know that you are not authorized to speak to media on behalf of the company and refer him or her immediately to Stephanie Buckley, VP of Marketing.

What if the media inquirer continues to press for information?

Good reporters are persistent reporters, which means a reporter may continue to press for immediate information or ask further questions. If this happens, your response should reiterate that the corporate office handles all media inquiries, again offering Stephanie's contact information.

Why is never speaking with the media as an NSM employee important?

Media inquiries are usually from reporters who are looking for information to create a story. The initial story idea could be positive, negative or neutral, which means any information shared may be used as the reporter develops the story narrative. Because of this, it is critical that Stephanie work closely with the media on any inquiry.

Following these guidelines will protect our clients, employees and brand. Please take time to review the [media policy](#), and make note of these three easy steps to remember if you are ever contacted by the media. If you have questions, please don't hesitate to reach out to Stephanie.

Three Easy Steps to Remember if You Receive an Inquiry from the Media:

Media Inquiries and the NSM Policy

1. Direct all media inquiries to Stephanie Buckley at the Corporate Office.
2. Share Stephanie's contact information:



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Stephanie Buckley
Vice President, Marketing
National Seating & Mobility
o. 615.595.1115 x0226

c. 615.202.9064
302 Innovation Drive, Suite 500
Franklin, TN 37067
stephanie.buckley@nsm-seating.com

3. Let your manager know about the inquiry, and/or email Stephanie to make her aware