HANDLING THE PRESS

As Isaac’s Deli, Inc. continues to grow and thrive, our organization will be of increasing interest to the public. It is only natural that more people will want to know more about us.

With this public interest comes press interest—and scrutiny. We will solicit some press coverage as part of our marketing efforts. It is, therefore, imperative that we formalize our handling of press inquiries and seek to proactively maximize the positive impact this free “advertising” can have on our Company. This policy seeks to spell out how the press should be responded to by Isaac’s Deli, Inc. employees.

**POLICY**

**Crisis Situations**

In the event of a crisis (i.e. fire or similar emergency), it is best that the company respond to news media in a timely and professional manner only though a designated spokesperson. The restaurant manager should proactively assume control of all communications on behalf of the organization—until a Senior Manager representative reaches the scene.

**General Press Inquiries and Public Relation Opportunities**

1. Events may occur that draw immediate media attention. It is imperative that one person speaks for the company to deliver an appropriate message and avoid giving misinformation. Please refer media inquires to the President and answer all media/reporter questions like this: “I am not authorized to comment for Isaac’s. Let me have our Corporate Office contact you.”
2. These guidelines do not mean that employees shall not be included in press coverage. You are part of Isaac’s Deli, Inc. and what we stand for. Whenever the opportunity presents itself, employees shall be pulled into press features.

**PHOTO/VIDEO POLICY**

Isaac’s Deli, Inc. periodically takes photos and videos of employees on the job, during special events, in meetings or other Isaac’s related venues. These photos/videos are for Isaac’s Deli, Inc.’s use only and may be used in a variety of publications used for recruitment, marketing and the advertising of company sponsored events.

Any photographer taking photographs/videos of individual employees or groups of employees for commercial use, must obtain a signed photo release. In cases where photo/video is not for commercial use, no release form is required.