



MEDIA GATEWAY POLICY FOR SIRI SINGH SAHIB CORPORATION AND AFFILIATES

Should anyone at the Siri Singh Sahib Corporation or its affiliated for-profit and nonprofit organizations be contacted by a member of the media, the following process should be enacted to ensure:

- The flow of information to the media happens in a controlled and coordinated manner
- We meet media inquiries with a unified, pre-approved messaging platform
- We tell the most accurate and complete version of the situation

Media Gateway Process:

If a member of the media calls or approaches you or someone in your organization for an interview or commentary:

1. Please politely decline to be interviewed and inform them that an appropriate spokesperson will get back to them with more information. You can use a statement like the following:

"I want to make sure that you speak to the person who can best answer your questions/provide the information you are requesting. May I please get your name, outlet and contact information? I'll make sure someone gets back to you as soon as possible."

2. Gather some basic details from the reporter, including:
 - Name
 - Media affiliation (outlet)
 - Contact phone number and email
 - Editorial deadline
3. Do not be drawn into any kind of discussion with the reporter. Thank them and reiterate that someone will get back to them as soon as possible.
4. Immediately after the call/interaction, please forward the inquiry to the designated contact, Shanti Kaur Khalsa, shanti.khalsa@gmail.com, 505-927-0707. The faster that you contact her, the greater the likelihood that the matter will be resolved successfully.



5. Shanti Kaur Khalsa will then contact FINN Partners with the information and FINN will contact the reporter to accomplish the following:
 - Determine the nature of the media interest
 - The timeline for the story
 - Determine who else has been or will be interviewed
 - Send appropriate background information, if required

6. FINN will then call the designated spokesperson(s) to accomplish the following:
 - Present the information learned during factfinding call
 - Provide strategic guidance on how the organization should respond to the inquiry
 - Discuss core talking points for the interview and/or written response statement
 - Arrange and staff the interview should one be deemed appropriate