



March 2012

IPC Media and Public Relations Policy

Overview

As an international trade association, IPC—Association Connecting Electronics Industries and its programs, activities and plans are of special interest to the electronics industry. One of the important ways we promote IPC is through the trade press.

In order to maintain a professional and trusted relationship with the media, information coming from IPC must be accurate, timely, complete and in harmony with the official position of the organization.

The Marketing & Communications department has been designated as the first and primary contact with the media.

In the interest of orderly, consistent management of the information released to the media, and to protect the interests of the organization and its members, the following guidelines have been established:

Dealing with the Media

The IPC chairman, president and designated senior staff are the only individuals who may speak on behalf of the organization, unless requested by IPC.

If you are contacted by the media to provide comment on a personal basis, IPC staff is prepared to provide you with as much information as possible and counsel you on what to expect during the interview. In addition, IPC staff can participate with you in the interview. Please keep in mind that you are not required to speak to the media.

Positive Contributions

Board members who speak to the media are expected to discuss the organization in a positive light or not to comment. Board members who wish to respond to an issue raised by the media are asked to coordinate their response with the IPC Marketing & Communications department.

Confidentiality

Board policy matters, strategic plans, and ongoing negotiations are considered confidential unless approved for discussion by the IPC chairman or president. Please help your fellow Board members maintain trust in the integrity and confidentiality of all discussions.

Times of Crisis

If a member of the media contacts you during a crisis, refer the caller to the Vice President of Marketing & Communications who will coordinate a response on behalf of the organization.

Media Access to IPC Events

Editors are welcome at most IPC events. IPC's media accreditation policy is posted online on the IPC calendar. Any accredited member of the press must contact the Marketing & Communications department for approval of his/her registration.

Support for Members and Staff

The Marketing & Communications department enjoys the opportunity to work with member companies and staff in order to help promote the association's goals and member achievements. If you have an innovative story idea, please contact us.

Social Media

Social media is changing the way individuals and companies communicate, offering new ways to engage with customers, colleagues, and the world at large. It's a way for board members to take part in global conversations related to our industry and IPC. Board members on social media sites are expected to discuss IPC positively or refrain from commenting. Board members are invited to become regular or guest bloggers on the official IPC blog. IPC maintains the following social media sites:

- IPC blog: www.ipc.org/blog
- LinkedIn: www.ipc.org/linkedin
- IPC Technet: www.ipc.org/technet
- Twitter: www.ipc.org/twitter
- Facebook: www.ipc.org/facebook

Department of Marketing and Communications

The Marketing & Communications department is staffed by professionals who are able to assist and counsel IPC leadership on a range of communication issues. In addition to oversight of IPC media relations activities, the Marketing & Communications department is responsible for IPC publications, internal and external communications, speechwriting, editorial services, graphic design and graphics design standards, advertising, website content, special events promotions and photography. If you have any questions, please contact Kim Sterling, IPC vice president of marketing & communications, at KimSterling@ipc.org, or Anna Garrido, IPC director of marketing & communications, at AnnaGarrido@ipc.org.