



MEDIA PROTOCOL

MERS is your communications partner

MERS is here to help you answer any questions and support your efforts to communicate with local media. Our team of experts has been trained to clearly explain how our retirement plans work in a way that minimizes the potential for misunderstanding by the public and media. We'll work in partnership with you to deliver the most effective message to your local media in a consistent manner.

We want to encourage you to contact the team at MERS before fielding any media inquiries related to your retirement plans. We're here to support your team and be a resource for accurate information. We're also available to help with other questions about MERS or unfunded liabilities by providing support and information.

Best practices for handling media inquiries

1. Never feel pressured to answer questions immediately. It is good practice to take a message and follow up later so that you can be prepared.
2. If possible, ask reporters why they are calling, where you can reach them and tell them you'll call them back. You should also ask if they have a deadline so you can be sure to follow up with them before they write their story.
3. Contact the team at MERS. We'll help you answer tough questions and respond to media questions and concerns in the most effective manner.

Working together, we can help you deliver a clear and consistent message to the media and the public.



Many answers can be found on our website at:

www.mersofmich.com



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