

FOR ALL STAFF

HOW TO HANDLE PR DURING THE ART OF THE MUPPETS

UNDER NORMAL CONDITIONS

If a person from the media introduces him/herself to you, please make him/her welcome, find out what in particular s/he is interested in seeing, knowing about, and call the PR office. If no one is in the PR office (a weekend, for example), please call the Floor Manager or the Grackle on duty.

REMEMBER: NO PHOTOGRAPHS ARE ALLOWED IN THE MUPPETS EXHIBIT. BUT PRESS MAY BE ABLE TO BE ACCOMMODATED VIA THE PR OFFICE.

PR will make every effort to have someone go around with the reporter or photographer. If PR is not available, we request the Floor Manager to get the name, address and telephone number of the reporter/photographer so that PR can do appropriate followup.

If a reporter or photographer engages you in conversation, please be discreet. You may find that your personal observations show up as a quote in the next day's paper. Give only information which you know is public knowledge (e.g., hours, times, prices, number of Muppets in exhibit, etc.). DO NOT give information which you (a) are unsure of; (b) which may not be public (e.g., cost of exhibit to us; security measures, etc.).

Politely refer all questions to the PR office. If you can't reach PR or a Grackle, please let the person know when PR will be open and that we will be glad to respond.

Museum Wharf
300 Congress Street
Boston, MA 02210
(617) 426-6500

FOR ALL STAFF

HOW TO HANDLE PR DURING A CRISIS CONDITION

Should anything out of the ordinary occur and you are approached by a person from the press/media, do not answer any questions, but refer them to the PR office. Should there be a major crisis there will be someone in the PR office at all times.

Examples of 'crisis' situations: fire, vandalism, major accident, theft, natural disaster that affects the operation of the Museum (flood, tornado, earthquake, etc.).

FOR REASONS OF ACCURACY AND CONSISTENCY, THE PUBLIC RELATIONS SPOKESPERSON AND THE DIRECTOR OR HIS DISIGNEE ARE THE ONLY MUSEUM EMPLOYEES AUTHORIZED TO GIVE OUT ANY INFORMATION.

Never speculate on the cause of the disaster, pending full-scale investigation.

Never estimate monetary loss from fire, flood or other accidents.

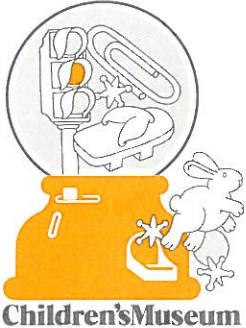
Never estimate the extent of personal injury, death or other loss.

If the answer to a question is not known, do not volunteer a guess. Tell the media representative that you do not know but you will direct him/her to the PR office.

Never release the names of anyone injured or killed.

In short, do not answer any questions or volunteer any information. If you are polite and efficient in helping the media person make contact with the PR office that will be sufficient for all concerned.

Be especially alert for photographers in a time of crisis. You may restrict a photographer from taking pictures on the Museum's property. The PR Office will either have someone accompany the photographer or politely decline permission for the photographer to shoot. But, we cannot restrict any photographer shooting from off the Museum's property.



Museum Wharf
300 Congress Street
Boston, MA 02210
(617) 426-6500