

MultiService Switching Forum Press Contact Policy

FINAL
Updated July 30, 2007

MSF quotes:

All press inquiries should be routed through the PR Firm, as designated by the Board of Directors (BOD).

In the absence of a PR firm, the MSF Management Company will receive the inquiries, to be distributed to the BOD, as appropriate.

All inquiries from the press requesting quotes, etc. will be addressed by only one of the following people:

- 1) President
- 2) Director(s)
- 3) Technical Committee Chair
- 4) Technical Committee Vice Chair
- 5) Marketing Education and Awareness Committee Chair
- 6) Marketing Education and Awareness Committee Vice Chair

General articles:

General articles should be addressed by one of the following people (in order of preference):

- 1) President
- 2) Vice President(s)
- 3) Director(s) or Marketing Education and Awareness Committee Chair

Technical articles:

Technical articles should be addressed by one of the following people (in order of preference):

- 1) Technical Committee Chair
- 2) Technical Committee Vice Chair
- 3) President
- 4) Director(s) or Marketing Education and Awareness Committee Chair

Comments should be limited to work currently started, in progress or completed in the Technical Committee. Comments should not be made which speculate on future work unless stated as such but comments can be made regarding work currently planned to be worked on.

Other articles:

- The MSF will not provide individual quotes or comments for member press releases.

- The MSF will provide a standard quote which may be used by all MSF members to cite functionality of an Implementation Agreement. This quote will be made available upon request and with prior approval of the MSF BOD.

MSF press releases:

All MSF press releases shall be reviewed and approved by the Board of Directors before being distributed. The Board will have no less than 72 hours to review any press release before it is made public.

Member companies who are quoted and/or named in MSF press releases will receive a draft of the press release and will have no less than 5 business days to review and obtain approval to be quoted and/or named before the release is made public.

General guidelines:

- All comments are considered “on the record” unless the interviewee indicates otherwise before commenting.

- Interviewee needs to indicate whether they are speaking on behalf of the MSF or on behalf of their company. If they are speaking on behalf of the MSF the above procedures must be followed.

- Members are not authorized to provide quotes or comments on behalf of the MSF.