



Media Visitor Protocol

The document outlines the Media Visitor Protocol at Shapiro, emphasizing a policy of responsibility for visitors' belongings and detailing internal and external communication steps. Internally, approvals, coordination with key personnel, safety guidelines, and team communication are required to prepare for visits, focusing on portraying sustainability positively. Externally, Shapiro's project manager escorts visitors, manages logistics and safety equipment, ensures signed NDAs and visitor documentation, and oversees content usage and review to protect company interests and ensure smooth, secure visits.

Policy: "If You Bring It, You Own It"

Internal Communication:

1. **Approval:** Obtain authorization from the President/COO for the visit.
2. **Introduction:** Share the purpose and details of the visit with Marketing.
3. **VP of Operations:** Discuss the visit specifics with the VP of Operations.
4. **Plant Manager:** Coordinate with the Plant Manager to cover:
 - Names of visitors and number of attendees.
 - Date and time of the visit.
 - What part of the facility will they be visiting?
 - Why are they there?
 - Who will/may be interviewed?
 - Project details (e.g., video, photo, interviews).
 - Person responsible for overseeing the project.
5. **Safety & Security:** Collaborate with the Safety & Security team to:
 - Provide safety guidelines and protocols.

- Offer directions for the visit, i.e. parking, logistics, etc.
- Signed NDA
- 6. **Team Coordination:** Hold a group meeting with all departments impacted to plan and execute the visit effectively.
- 7. **Project Collaboration:** Assign the owner/project manager to:
 - Work with Operations, Marketing, and Safety to reduce disruptions.
 - Ensure the visit proceeds smoothly.
- 8. **Team Communication:** Notify the team about the visit with details such as:
 - Tidying the facility and removing confidential material.
 - Expected activities during the crew's time on site.
 - Ensure that all video/photo is NOT all about “scrapyard” but about “sustainability.”
 - Don’t be afraid to stop visitors from taking video/photos we are uncomfortable with.

External Communication:

1. **Escorting Visitors:** Shapiro's project manager will:
 - Serve as the escort and oversee logistics such as safety protocols and parking.
 - Ask questions to clarify:
 - Crew interests and expectations.
 - Requirements for achieving their goals during the visit.
 - Identification of the visiting crew's project manager.
 - Intended use/publication of content created on-site.
2. **Content Oversight:** The project manager will:
 - Communicate with Shapiro's team about content usage (e.g., video, photo, interviews).

- Ensure documentation is signed to protect the company.
 - NDA provided to guests.
3. **Safety Equipment:** Provide necessary safety equipment:
- Communicate requirements for gaining access to Shapiro's location.
 - Have extra equipment available for guests who do not have their own.
4. **Safety Documentation:** Ensure visitors sign in and are aware of safety protocol.
5. **Content Review:** Request review of all materials or copy before publication.

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