

Process for Internal and External Media Relations

Including news releases, JOE Top News and Customer Success Stories

Purpose

The purpose of this process is to ensure Eaton maintains an open relationship with external and internal audiences, and that company developments of strategic news value are coordinated and communicated to those audiences in a timely manner. This includes external news releases, internal JOE Top News stories and Success stories.

Background

To build and protect the company's reputation and gain the desired coverage in targeted publications, communication with the media must be properly coordinated. The Aerospace Group's Global Communications team drives the group's media relations strategy and provides guidance, processes and tools related to media activities both internally and externally.

Newsworthy topics may be identified and generated by representatives from the Aerospace Group's Global Communications team, Business Unit Communications groups (i.e. engineering, HR, customer service, community involvement teams, etc.) and regional representatives. Topics may include, but not limited to, human interest stories, contract wins, new product announcements, new technology, and plant news for local media (i.e. charity support, facility awards, customer wins/awards, etc.).

External/Internal Communications Process

The below process has been identified to streamline the review and approval process with all internal and external media relations.

1. Before writing, the topic must be clearly identified and approved to proceed as per the below process:
 - a. Idea submitted to Global Communications Dept. (GCD) by business unit contacts, regional leadership, customer service team, etc. and/or initiated by the GCD
 - b. GCD provides questionnaire form (attached) to be completed by main point of contact who will be providing details of story including justification and risks
 - c. GCD will submit the completed Questionnaire Form to the below individuals for approval to proceed with composing the story. **Note: if feedback isn't received within 2 days of submission, GCD will assume the story isn't newsworthy and will not proceed.**
 - Growth Account Manager (GAM), including Regional GAM (if applicable)
 - Divisional Sales Manager (DSM)/Aftermarket Manager/MAT Manager
 - DSM is responsible for sharing with GM for input
 - If a contract win, the DSM/AM/MAT must provide customer approval to print a press release before work begins
 - Director and/or VP of Engineering (only on technology topics)
 - Plant Manager and/or HR Manager (only on human interest topics)
 - Vice President CS&S
 - d. If a JOE Story, GCD will provide Corp. Internal Comms. Dept. with topic and expected approval date so the story may be scheduled accordingly for publication on JOE
2. Once the topic is approved, composing news release/JOE Top News Story/Success Story will follow the below process. **Note: if feedback/approval isn't received within 2 days of submission, GCD will assume approved as is and will move forward with remaining approvals/distribution.**
 - a. GCD coordinates with writer

- b. Writer prepares materials and routes copy to primary GCD contact
 - c. GCD reviews and routes to initiating team/main POC for review and approval
 - If extensive edits, GCD consolidates feedback and returns to writer for revision
 - d. Upon approval by GCD and initiating team/main POC, GCD submits to the following individuals for review:
 - GAM, including Regional GAM (if applicable)
 - DSMs/Aftermarket Manager/MAT Manager
 - DSMs are responsible for sharing with GMs for input/approval
 - Director and/or VP of Engineering (only on technology topics)
 - Plant Manager and/or HR Manager (only on human interest topics)
 - VP CS&S and President of Aerospace Group
 - Regional President, if applicable
 - e. If extensive edits from the above final approvers, GCD consolidates feedback and returns to writer for revision
 - f. GCD routes to Aerospace Legal
 - g. GCD routes to IS Communications Director
 - h. GCD routes directly to customer and/or to GAM/DSM/AM/MAT for routing to customer for their review/approval
3. Distribution/Publish
- a. GCD posts to Eaton.com, including Regional Sector media relations (if applicable)
 - b. GCD distributes to media list
 - c. If applicable, submit JOE Top News to Corp. Internal Comms. Dept. for publishing

NOTE: most JOE Top News stories are generated from approved news releases; therefore, no additional review/approval is needed and will not follow the above process. However, if the JOE story is a new topic and never a news release, the above process will apply.