



## JCPENNEY BACK-TO-SCHOOL MEDIA GUIDELINES 2017

Media are invited inside JCPenney to capture back-to-school and tax-free holiday related stories. Our General Managers are equipped with talking points about our great style and merchandise, customer service and programs for giving back to the community, among other topics. We are a media-friendly store and welcome media attention that positions JCPenney in a positive light.

Below please find some general rules and guidelines to keep in mind when working with JCPenney for media opportunities throughout the BTS shopping season.

### **If media ask for contact information for JCPenney, please provide the following:**

- Phone: 972-431-3400
- E-mail: [jcpnews@jcp.com](mailto:jcpnews@jcp.com)
- Media website: [jcpnewsroom.com](http://jcpnewsroom.com)

The Company's back-to-school news release, store shopping b-roll and marketing images will be available at [jcpnewsroom.com](http://jcpnewsroom.com) this July. For back-to-school trend images, visit the JCPenney Back-to-School 2017 look book at <http://www.jcpnewsroom.com/lookbooks-bts2017.html>.

**When media request to come into JCPenney** for photography, video or interviews, please first contact a member of our Media Relations team. We will work with you and your local General Manager to coordinate details.

- **Sarah Holland** (972-431-2774 or [sakelleh@jcp.com](mailto:sakelleh@jcp.com))
- **Christina Voss** (972-431-7993 or [cvoss1@jcp.com](mailto:cvoss1@jcp.com))
- **Carter English** (972-431-5363 or [ccenglis@jcp.com](mailto:ccenglis@jcp.com))

**On Tax Free Holiday Weekends:** For last-minute media opportunities, please work with the General Manager directly. Be sure to alert the General Manager of the media request before bringing media into the store (with as much advance notice as possible).

The General Manager is our designated spokesperson in the store. No other JCPenney associates should be offered or interviewed by media without the General Manager's consent.

As you know, this can be a busy time for our General Managers. Please help us to be conscious of the time they spend with the media that takes them away from serving customers.

*Generally, we will decline to admit media or make General Managers available for stories about crime/shoplifting, mall incidents that do not directly involve JCPenney or national/global economic trends. Also, our stores will not disclose sales numbers.*