# **External Communications Hub**

The External Communications team is responsible for proactive company-wide storytelling and strategic media relations; financial, <u>Tyson Ventures</u> and M&A communications; public affairs and community affairs communications, and issues management.

### **Tools for Media Relations Team**

- Media Relations Policy
- Basecamp | Project Management
- Editorial Calendar (Ketchum)

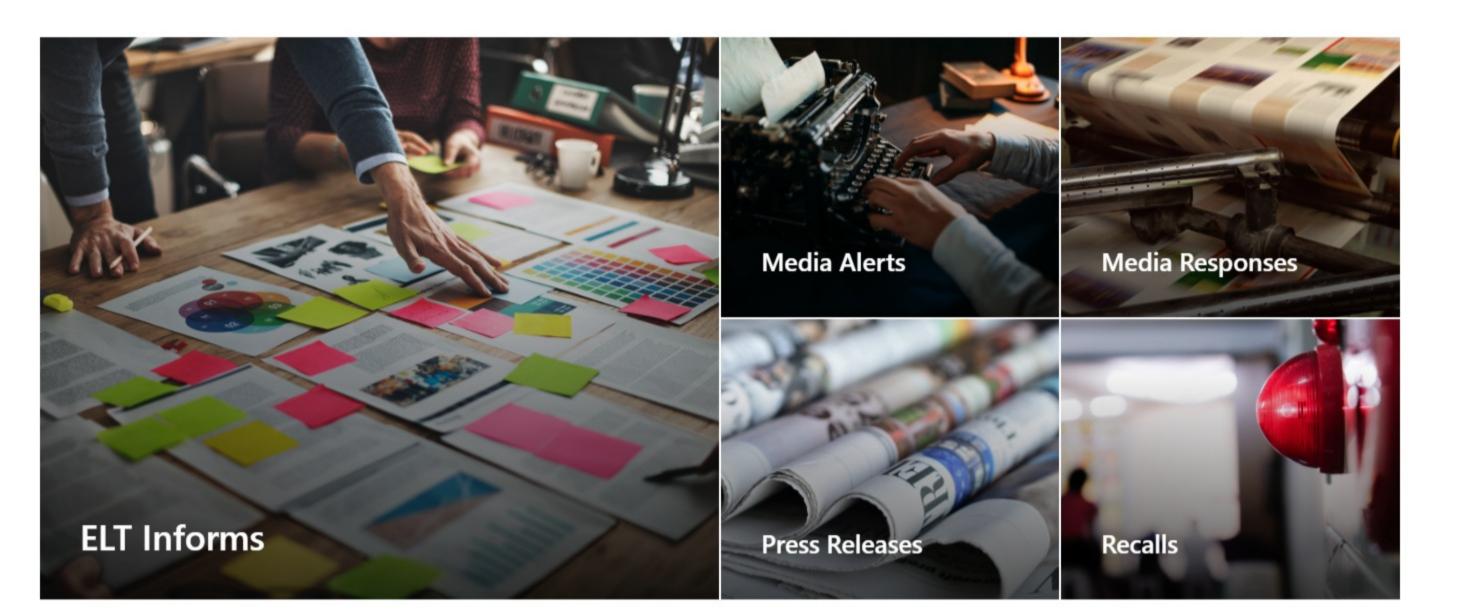
- Jive | Company Photos
- NetBase Quid | Consumer & Market Intelligence

Tyson Foods Company Brand Guide

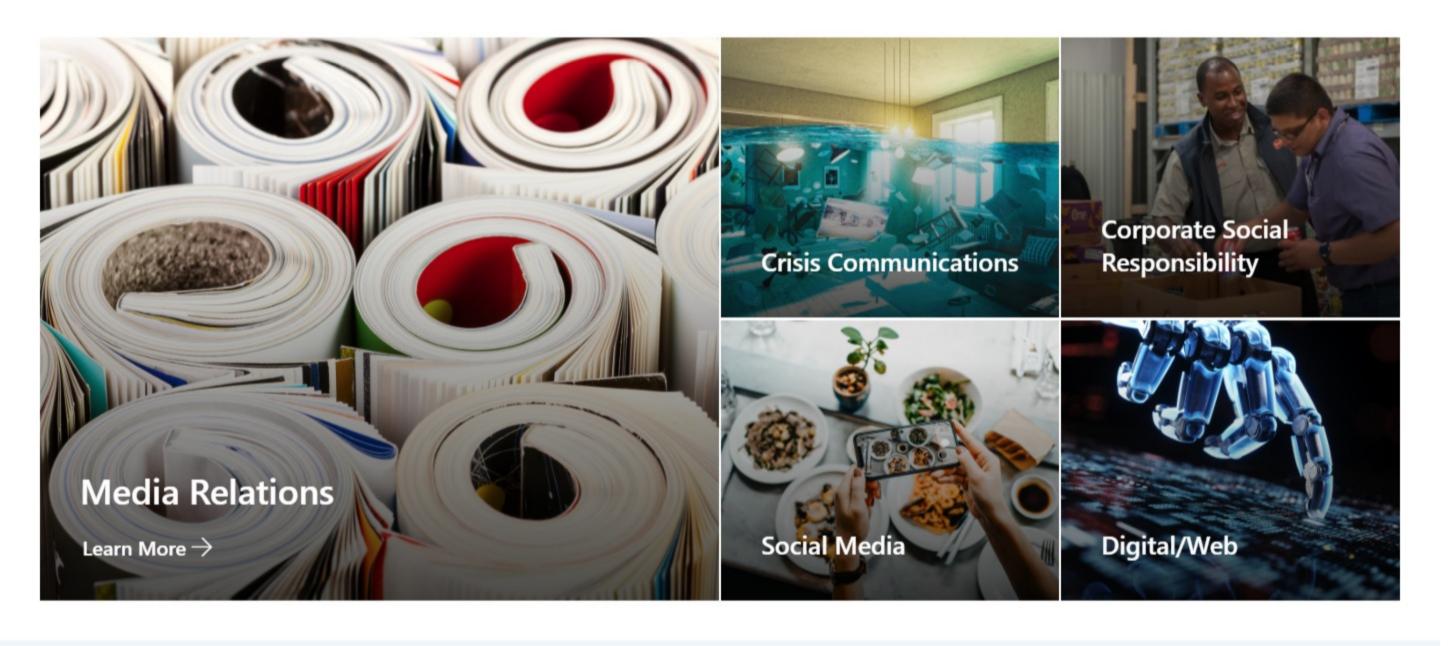
Signal AI | Media Monitoring

- The Feed Blog Tyson Foods
  - Unsplash | Beautiful Free Images & ☐ Vimeo | Video Archive **Pictures**

**External Communications Documents** 



### **Media Relations Resources**



# Helpful Links for Media Relations



- Associated Press Stylebook
- Board of Directors Assets

Crisis Management Protocol

Plant Location Guide

- Enterprise Leadership Assets
- Enterprise Leadership Team

Media Protocol

- Media Training Info

Recall Playbook & Template

Training and Development Request

- □ Comment □ Save for later 41 Views

## Comments

Add a comment. Type @ to mention someone

### **External Communications Team**

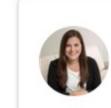


Burns, Laura **VP Corp Communications** 



Burleson, Derek Dir Communications

Media & Business Units



Purvis, Stephanie Mgr Social

Social Media



Williams, MaKenzie Analyst Research

Analyst



Bostick, Kelly Mgr Digital

Web Content Manager



Egbosimba, Ify Mgr Senior Writer

Content Editorial