



## Announcement Policy for The SPIRIT Consortium

### Purpose of Document

This document clarifies the policies of The SPIRIT Consortium for creating, reviewing, issuing and participating in Press Releases and Media Advisories. In case of questions relating to this policy, please contact Jayne Scheckla at [jayne\\_scheckla@mentor.com](mailto:jayne_scheckla@mentor.com) or 503-685-4833.

### Types of Communications

#### *1. Press Releases issued by The Consortium*

The Consortium will issue only press releases that it determines as newsworthy to the editorial community at large. Examples include, but are not limited to, the following:

- New specification announcements, i.e. IP-XACT for ESL Design
- Major member status upgrades, such as upgrading of a company from Reviewing to Contributing Membership
- Major organization announcements such as New Board Members or Change of Board

Press releases include a quote from a Consortium representative (typically the President) and may contain a quote from an outside source (including, but not limited to, major contributors and/or analysts).

Review time for a press release is three weeks.

#### *2. Media Advisories issued by The Consortium*

Most announcements from The Consortium will be issued as media advisories only. Examples include, but are not limited to, the following:

- Quarterly new member announcements
- Speaking opportunities, such as panel participation
- Updates on previously announced specifications
- Meeting announcements for major events

Media advisories do not include quotations.

Review time for a media advisory is one week.

### *3. Joint announcements*

The Consortium will contribute to joint announcements that benefit the organization at large.

Examples include, but are not limited to, the following:

- Membership status movement (such as moving from Reviewing member to Contributing member if the member requests this type of announcement)
- Proof points for multi-vendor flow deployment benefiting from the specifications from The SPIRIT Consortium
- Partnerships with other organizations

Joint announcements include quotations from both parties.

Review time for a joint announcement is three weeks.

### *4. Third-party announcements*

The Consortium reserves the right to review announcements issued by members that refer to The Consortium in any way. These announcements may or may not include quotations from Consortium representatives. This is at the discretion of the announcing member.

Examples include, but are not limited to, the following:

- Membership status changes in which the member company wishes to make its own announcement
- New product announcements that include reference to The Consortium specifications and/or its activities

Review time for third-party announcements is one week if the announcement does not include a quotation from a member of The Consortium and two weeks if it does.