**DEMONSTRATION ACTIVITY GUIDELINES:**

If at any time any form of protest, leafleting, picketing, etc., occurs at your restaurant, the following procedures should be put into effect immediately:

·         The shift manager should quickly assess the scope of the situation and call their Owner/Operator. The Owner/Operator will contact **Global Security at (630) 623-7777**.

·         The manager should continue to monitor activity from inside the restaurant, and provide appropriate updates to his/her Owner/Operator.

·         Demonstrators are permitted to demonstrate in front of a McDonald’s restaurant in a peaceful, orderly manner, **provided they stay on public property**.

·         Do not grant permission to the demonstrators to block any access to McDonald’s or interfere with movement of customers in and out of the restaurant in any way. The safety and convenience of our employees and our customers are top priorities.

·         If it is necessary, politely inform the demonstrators that they must confine their activities to the public property around the restaurant and cannot interfere with business.  Do not get into a verbal or physical confrontation with any protesters.

·         At no time is anyone allowed to demonstrate in the restaurant or block any restaurant entrance or exit. If the protesters refuse to leave, politely inform them that the police will be called.

·         Restaurant managers should remain calm and conduct business routinely, making an extra effort to keep customers and crew calm.

·         One member of the management team should continue to monitor the situation until the demonstration ends.

·         If the opportunity presents itself, immediately collect any discarded leaflets or other material and secure such materials in a safe location.

**CUSTOMER MESSAGING:**

Questions from customers should only be handled by members of the management team.  The manager should address the customer’s questions politely, away from other customers, to avoid causing additional interest or concern.  These messages should not be discussed with the media (please see below for how to handle media inquiries).

Customer messages are as follows:

·         **We Respect and Value Employees**

·         Our employees represent McDonald’s to our customers and their contributions are important to our business.

·         *Both our company and franchised-owned restaurants treat our employees with dignity and respect. Employees are paid competitive wages in accordance with all wage laws and have access to a range of benefits to meet their individual needs.*

·         *The majority of McDonald’s restaurants are owned and operated by independent business men and women.*

·         **IF ASKED: Foreign Guest Worker Program**

·         The well-being of our employees is a top priority. The employees who are working in our restaurants as part of a guest worker program are no exception.

·         We began investigating the situation in Pennsylvania immediately upon learning of the issues involved.

·         The franchisee has agreed to leave the McDonald's system.

·      For more information please contact our Customer Satisfaction number at 800-244-6227.

**EMPLOYEE RELATIONS GUIDELINES:**

·         Employees have a legal right to engage in a walkout or strike -- without retaliation.

·         The law prohibits discipline for employees who walk off the job or if they say they intend to walk out.

·         Employees who participate in a walk out are not entitled to receive pay from the company while they are not working.

·         Employees may return to work after the walkout and must not be retaliated against in any way.

·         Contact your HR Manager or Labor Attorney before taking any disciplinary action related to the walkout.

**MEDIA:**

Although highly unlikely, if media appears at your restaurant, only the restaurant manager or shift manager should deal with them.  Managers in contact with the media should:

·         **Be Polite.  Identify the media.** Get the reporter’s name, phone number, name of his or her media organization, what information the media is requesting and their deadline.

·         **Do not answer any media questions or disclose any information.** Tell the reporter that you are not the appropriate person to respond to their questions and that you will have someone contact them as soon as possible.

·         **Call Nicole or Sam immediately.**  Provide them with the information you gathered, including the reporter’s phone number, questions, etc. **DO NOT GIVE THE MAP LINE NUMBER TO REPORTERS; THIS IS AN INTERNAL HELPLINE ONLY.**

·         Remember, the media can only videotape activities or talk to demonstrators from the public areas around the restaurant (not in our restaurant or on our property).

**MEDIA SHOULD NOT BE ALLOWED TO:**

·         In any way hinder the flow of customers or cause a disturbance in the lobby or on the lot resulting in a traffic tie-up etc. that could endanger our customers and/or the demonstrators.

·         Videotape or take photographs inside the restaurant or set up on McDonald’s property.  Explain that we need to ensure our customers are feeling comfortable, so there’s no filming inside the restaurant or on our property.  They are, however, only able to videotape from the public areas around the store.

·         Interview customers in our restaurants or on our property.  (We want our customers to enjoy their visit to McDonald’s and not be disturbed.)

·         Interview members of the management team or crew.

·         **NOTE:** **After you check with U.S. Media Relations, you may be asked to make a statement to the media.  At NO time should interviews be conducted until after you have called your Owner/Operator and/or your U.S. Media Relations for assistance (Only the designated person will talk to the media).**

A member of the management team should monitor the activities of the media until they leave McDonald’s property.