

MEDIA POLICY

(Communication Dept. S.O.P.)

Article I. Purpose
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Article I. Purpose

1-1. The purpose of this policy is to set a standard uniform policy designed to accurately and consistently disseminate information about, for and by the Oneida Tribe of Indians of Wisconsin (herein referred to as the Oneida Nation) to the media, press or other news gathering sources.

1-2. This policy is also designed and implemented to assist and protect representative of the Oneida Nation and to assist reporters getting proper information from proper sources.

Article II. Adoption, Amendment, Repeal

2-1. This policy is adopted by the Oneida Business Committee under authority delegated by the Oneida General Tribal Council.

2-2. This policy may be amended pursuant to the procedures set out in the Oneida Administrative Procedures Act by the Oneida Business Committee or the Oneida General Tribal Council.

2-3. Should this provision of this policy or the application thereof to any person or circumstances be held as invalid, such invalidity shall not affect other provisions of this policy which are considered to have legal force without valid portions.

2-4. All other Oneida laws, policies, regulations, rules resolutions, motions and all other similar action which are inconsistent with this policy are hereby repealed unless specifically re-enacted after adoption of this policy.

Article III. Definitions

3-1. Press shall include but not limited to print, broadcast and photo journalists.

3-2. Media shall include but not limited to newspapers, televisions stations, radio stations, photographers, magazines and other published periodicals.

3-3. Representatives of the Oneida Nation include employees, members of boards, committees and commissions, employees of boards, committees and commission and *consultants to the Oneida Nation.

3-4. Reporter means a representative or journalist of the media or press.

3-5. Press Release means any information sent out to the media, press or news gathering sources in regards to the Tribe by a representative of the Oneida Nation.

3-6. Deadline refers to the last opportunity for the Oneida Nation to respond to a reporter.

3-7. Clearance refers to approval.

*refers to only the interest that consultants have with the Oneida Nation

Article V. Procedures

4-1. Interviews

- a. No interviews will be held by representatives of the Oneida Nation without clearance from the Oneida Nation Business Committee via the Communications Department.
- b. When a reporter contacts a representative of the Oneida Nation, the representative shall refer the reporter to the Communications Department or take down appropriate information and forward it to the Communications Department.
- c. The Communications Department is responsible for determining the purpose of the query, the issues, potential question the reporter may ask and deadline the reporter is on.
- d. Communications will then give an overview of the media request for approval as outlined below as well as a recommendation as to who should represent the Oneida Nation.
 1. Approval is obtained in the following order:
(A) Chairperson (B) Vice- Chairperson (C) Treasurer
(D) Secretary (E) Two Council Members (F) General Manager and a Council member
- e. If request is denied Communications will notify the media and initial representative contacted (if applicable).
- f. If request is approved the Communications Department will assist the coordination of the Oneida Nation representative(s) and the reporter.
- g. Once clearance is approved, clearance for representatives to interview with the media and press is considered approved for that particular issue or topic for a period of one week following the date approval is given.

4-2. Photography

- a. Any photography of Oneida Nation representatives, buildings, culturally or historically significant items or sites must attain clearance.
- b. Permission must still be attained from representatives involved. (For example, if a photojournalist request for a shot of the Airport Child Care facility is approved by the Business Committee, approval must also be attained by the supervisor on duty.)
- c. No cameras are allowed into the casino/one-stop casino areas without clearance from the Business Committee.** If clearance is obtained then follow the procedures outlined below.
 1. If clearance is obtained Communications will contact the property shift managers who will then notify Oneida Bingo and Casino security and if time allows notify the Gaming General Manager and Gaming Manager.
 2. If security deems the presence of cameras in the casino/One Stops, or portion of, as detrimental to the operation, security may reject approval for the entire facility or portion thereof.
 3. A security officer must escort the photography crew during the entire duration of their visit. The following are off limits for the camera:

(A). Shots of money exchanges. This includes dealer to customer or vice versa, fills and credits, jackpot payout, buying and selling of coins at cage or on the floor.

(B). No shots of security cameras.

(C). No tight shots (particularly cards).

(D). No shots inside cage or vault areas.

- d. Security officers should also monitor the solicitation of Casino/One-Stop customers for photo opportunities. **does not apply to Oneida Bingo and Casino's Sales and Marketing Department.

4-3. Press Releases

- a. All press releases must attain approval as described above. Approvals will attain signatures on back of releases.
- b. Communication will distribute the press release as follows.
 1. Broadcast fax, which include all departments, media, other Tribal Nations, and other interested parties.
 2. E-Mail through the Oneida Nation MIS/pc system.
- c. Each area/department is responsible for disseminating the press release to all employees.
- d. Once approval is given for a press release, clearance for representatives to interview with the media and press is considered approved for that particular press release and topic for a period of one week following the date on press release.
- e. Communications will keep a copy of all press releases.

4-4. General

- a. Failure to follow this policy will result in action against the representative in accordance to the Oneida Tribe of Indians of Wisconsin: Tribal Policies and Procedures, Employee Relations Section D.2.VIj.