

**Media Policy**  
(Communication Dept. S.O.P.)

Article I. Purpose  
Article II. Adoption, Amendment, Repeal

Article III. Definitions  
Article V. Procedures

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rules resolutions, motions and all other similar action which are inconsistent with this policy are hereby repealed unless specifically re-enacted after adoption of this policy.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

- 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.