

**STOCKBRIDGE-MUNSEE COMMUNITY
Tribal Policy**

Subject: **External Public Media Policy**

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Supersedes: 11/18/03 Stockbridge-Munsee Communications Protocol
& External News Media Policy

Purpose: To ensure responses to all to external media outlets, media requests or publications, are completed in an efficient manner and with the authorization of the Tribal Leadership.

Policy: All non-emergency issues that have the potential of generating news media interest must be immediately reported to the Tribal President. The Tribal Leadership will authorize all external media responses and designate an authorized speaker.

All public communications formats i.e., Websites, Social Media Networks, printed medias that are affiliated with the Stockbridge-Munsee Community or programming operated by the Stockbridge-Munsee Community, that displays its name, likeness or other symbols must be approved by two levels of management prior to the public posting or distribution. It is the responsibility of the management reviewers to ensure the appropriateness of the messaging.

All websites, social media networks affiliated with the Stockbridge-Munsee Community are to be set up and administrated by the Stockbridge-Munsee IT Department.

All news media inquiries relating to casino/gaming events, promotions, and other activities will be addressed by the Casino/Gaming General Manager or Marketing Manager.

All news media inquiries concerning non-promotional events and activities will be referred to the Tribal President. The Tribal Leadership will determine the most appropriate response and designate a spokesperson.

Emergency/Crisis: Emergency/Crisis events are events that endangers public health, safety, or security. Events that meet these criteria are to be reported to the first member of management encountered as soon as safety allows. The member of management will immediately call 9-1-1, followed by the Tribal Public Safety Office and then the Tribal President. Tribal Leadership will determine who will generate external media responses.

This policy excludes the Mohican News, who will use the Editorial Board to review public stories and work directly with the Tribal President on news events that require a statement or opinion from Tribal Leadership.

In the event the Tribal President is not available the Vice-President will be contacted. Should the Vice-President not be available the Tribal Treasurer will be contacted. Staff will contact the Tribal Secretary for assistance with contacting the appropriate Tribal Leadership.