Sitka Tribe of Alaska

Media Policy and Guidelines

1.01 Overview

Sitka Tribe of Alaska is the government body for Sitka Tribal Citizens. Sitka Tribe of Alaska is a sovereign nation. We provide services to our Tribal Citizens and we enjoy strong relationships with non-Tribal citizens in the local community of Sitka, Alaska, with others in the state of Alaska, and with others in the United States.

The news media is frequently interested in Sitka Tribe of Alaska. We have a responsibility to be open and responsive to their information requests because the media are among the many ways our citizens and others in the non-Tribal community build their individual perceptions of Sitka Tribe of Alaska and the work we do in the community we serve. However, meetings of the Tribal Council and Tribal committees, and discussions among Tribal officials and employees, are for the benefit of Tribal Citizens. Although the news media can be a conduit for providing information to Tribal Citizens, non-citizen members of the news media sometimes lack tribal perspective and cultural awareness, which can lead to distortion of facts and commingling of facts with misinformed opinion.

1.02 Purpose

This policy exists to assure that information disclosed by Sitka Tribe of Alaska is timely, accurate, comprehensive, authoritative, and relevant to all aspects of Sitka Tribe of Alaska. Adherence to this policy is intended to provide an effective and efficient framework to facilitate the timely dissemination of information.

1.03 Scope

This media policy applies to all employees and agents of Sitka Tribe of Alaska as well as members of its Tribal Council. This policy covers all external news media including broadcast, electronic, and print.

2.01 Designation of Company Spokesperson

The Chairman of the Tribal Council and the General Manager are the Tribe's principal media contacts and spokespersons. They weigh each media inquiry to determine the best way to provide information in relationship with other information that is not yet public. They will convey the official Tribal position on issues of significance or situations that are particularly controversial or sensitive in nature. The Chairman or General Manager may designate Council Members or staff members, respectively, to speak on a particular topic.

2.02 Guidelines for Photographs and Film and Recordings

Sitka Tribe of Alaska is a sovereign nation with our own laws and procedures. Sitka Tribe of Alaska is not subject to any Federal or State Open Meetings Act nor to any Federal or State Freedom of Information Act. The Tribe, acting through its Chairman and General Manager under

the guidance of the Tribal Council, is the sole authority for the sharing of information about Tribal matters. Members of the news media have no special right of access. Their presence at Council or committee meetings and on Tribal property are at the sufferance of the Tribe, and such presence can be refused or revoked.

When someone from the media is requesting permission to take photographs or to film or to make recordings inside our facilities, refer the requester to the General Manager or the Chairman of the Council. No one will be given access to our facility for a photo or filming or recording without approval from the Chairman or General Manager. Decisions will be based upon a number of considerations including but not limited to:

- Are the matters to be discussed at the meeting especially sensitive or confidential?
- Are non-Tribal spectators and reporters likely to understand the Tribal perspective on the issues?
- Has the requester had a history of distorting the facts or inserting their own opinion in their reportage?
- What does the Tribe have to gain from the photo and filming and recording?
- How much disruption will this cause to operations?

A reporter or camera crew may show up unannounced at our facilities. This is most likely to occur in crisis situations at one of our facilities. Or, it could occur if the media learned about an event at our facility from an external source who has organized a demonstration or boycott.

When dealing with reporters and camera crews who may show up unannounced, the facility manager and staff should act with the same courtesy and professionalism as we approach Tribal citizens. Contact the General Manager immediately and let the General Manager know which news source is there. The General Manager will contact the camera crew's news room or the print photographer's editor for clarification.

We cannot prevent the filming or photographing of common areas outside of our facilities which we do not operate. Examples would include public parking lots, courtyards and walk ways.

The following guidelines should be used when television camera crews or print photographers show up unannounced at our facilities:

- Although we cannot prevent the media from photographing or filming the exterior of our facilities, we will contact their news room and/or editors for clarification.
- The media cannot enter our facility to photograph or film without permission.
- The media cannot block the entrance to our facility or prevent people from entering our facility or conducting business as usual.
- We can inform the media if our clients complain about the inconvenience caused in the parking lot or walkways. Be courteous and friendly, but also remember that no matter how congenial or affirming the reporter, photographer, or camera crew are, everything you say and do may be observed and reported by the media representative who is trying to make the facility come alive for his/her audience.

2.03 Guidelines for Seeking Media Coverage

In circumstances in which you believe you have a positive news story to share with the public, contact the General Manager. The General Manager and the Chairman are the only persons authorized to distribute STA news releases, pitch coverage of particular events or hold news conferences.

- Do not call a reporter directly without first consulting the General Manager.
- The General Manager will work with you to gather information and determine if and how the news media should be contacted. Similar measures used by editors and reporters will be considered to determine if your story is newsworthy.
- Some news items may be more appropriate for internal publicity such as the STA newsletter or other forms of communications.

CERTIFICATION

The foregoing Policy and Procedure was approved via motion at a duly convened meeting of the Sitka Tribe of Alaska Tribal Council held on June 20, 2018, at which a quorum was present with a vote of 9 FOR, 0 AGAINST, 0 ABSTAIN and 0 ABSENT.

KathyHope Erickson,
Tribal Chairman

ATTEST:

Nancy Douglas, Tribal Council Secretary