

NEZ PERCE TRIBE



COMMUNICATIONS

Policies & Procedures

Effective Date: December 18, 2023

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A. Mass E-Mail Policy:

- a. Mass emails will be reserved for crucial notices, cancellations, changes, job openings, memorial/funeral announcements or organization wide updates.
 - i. Any other type of notice will require prior approval from the Communications Manager.
- b. Logos, images, tables or attachments can disrupt the email server. To avoid any delays or errors logos, images, tables or attachments will not be added directly to the mass email. In-lieu of a direct attachment, the Communications Department will create a unique URL for the item(s) and attach it to the email as a hyperlink.
- c. While Communications staff will do their best to review content and revise as necessary, they are not responsible for any typos or errors in the information that was sent to the Communications Department.
 - i. If there is an error, question or concern a Communications staff will contact the sender for clarification.
 - ii. If an error is found after the email has been sent, the sender may contact the Communications Department to send a revised email at their earliest convenience. While staff will do their best to handle the request expeditiously, due to the volume of requests received it is not guaranteed immediate attention.
- d. Following this policy best ensures that mass emails remain credible and relevant to the majority of staff. Refraining from diluting mass notifications with all the events, activities and fundraisers that take place it is the expectation that staff review all emails sent from communications@nezperce.org.
- e. Anyone can opt-in to mass emails by emailing helpdesk@nezperce.org and asking to be added to the mass email list.
- f. Non-employees can opt-out of mass emails at any time by emailing helpdesk@nezperce.org and requesting to be removed from the mass email list.

B. Mass E-Mail Procedure:

- a. Internal Program/Department will obtain approval from their Program Director/Manager.
 - i. The Communications Department is not responsible for monitoring the approval process.
- b. Tribal Committees, Commissions, Boards and General Council requests must be authorized by their respective representatives.
 - i. The Communications Department is not responsible for monitoring the approval process.
- c. When external organizations, groups or community members request a mass email, the content will be reviewed prior to approval.
 - i. Any content that is deemed inappropriate, obscene, derogatory or conflicting to Nez Perce Tribe (NPT) views or beliefs will not be

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approved.

- d. All requests must be forwarded to communications@nezperce.org in plain text or Word format.
 - e. All mass email requests from the Nez Perce Tribal Executive Committee (NPTEC) or Executive Director will be sent upon receipt.
 - f. All logos, images, tables or attachments will be added by hyperlink ONLY.
 - g. The mass email should include all relevant information, including a contact for any questions.
 - i. The Communications Department is not responsible for answering/ responding to questions/ comments unless otherwise pre-arranged.
 - ii. Any questions/ comments will be forwarded to the original mass email sender.
 - h. Mass emails will be sent in the order they are received. While staff will do their best to handle the request expeditiously, due to the volume of requests received it is not guaranteed immediate attention.
 - i. All mass emails will be sent out no later than 2 business days after receipt.
 - ii. The Communications Team will make every effort to meet this deadline to the best of their ability.
 - i. Mass emails will be sent to all staff and the opt-in general community list, unless otherwise specified.
 - i. Emails for staff only should be specified as such, including which staff list.
 - 1. Staff lists include: NPT (@nezperce.org), NMPH (@nimiipuu.org) and NPTE (@crcasino.com)
 - j. Reminder of what can be sent out on mass-email, refer to Mass Email Policy A, a. Mass emails will be reserved for crucial notices, cancellations, changes, job openings, memorial/funeral announcements or organization wide updates.
 - i. Any other type of notice will require prior approval from the Communications Manager.
- C. Nez Perce Tribal News Website Policy:
- a. The Nez Perce Tribal News Website www.nezpercetribe.news is an online resource open and available to the general public. Information available includes community events/ activities, upcoming opportunities, surveys/ contests, youth and elder resources and news relevant to the Nez Perce communities.
 - b. Every Monday a mass email and Face Book post will be sent out with a link to the website, a list of upcoming events for the week and a link to printable flyers for the mentioned events that week.
 - i. Date of the mass email is subject to change depending on holidays and office closures.
 - c. Website submissions can be submitted at any time but are only guaranteed to be added to the Monday mass email if submitted by the Thursday prior.
 - i. Submissions can be made by anyone through the following

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link: <https://nptweekly.org/community-calendar> or by sending the item to communications@nezperce.org.

- d. When external organizations, groups or community members submit an item for the website, the content will be reviewed prior to approval.
 - i. Any content that is deemed inappropriate, obscene, derogatory or conflicting to NPT views or beliefs will not be approved.
- D. Nez Perce Tribal News Website Procedure (www.nezperceTribe.news):
- a. Events/Activities/Meetings can be personally uploaded by anyone by visiting:
<https://tockify.com/tkf2/submitEvent/77b4f28f05c242f2ad6cfc62452dbfbb>.
 - b. Items for the website can be emailed to communications@nezperce.org.
 - i. All forms of media can be submitted (written, image, video, etc.).
 - c. All submissions will be reviewed by the Digital Media Specialist prior to approval.
 - i. Any content that is deemed inappropriate, obscene, derogatory or conflicting to NPT views or beliefs will not be approved.
 - ii. The Digital Media Specialist will review submitted content at their earliest convenience, no later than 48 hours after submitted Monday-Friday with the exception of holidays or closures.
 - d. The e-newsletter item should include all relevant information, including a contact for any questions.
 - i. The Communications Department is not responsible for answering/responding to questions/ comments unless otherwise pre-arranged.
 - ii. Any person submitting should include contact information; contact person, contact email, and contact phone number.
- E. Social Media Policy
- a. NPT social media is used to highlight tribal and community events/activities/meetings, highlight tribal members'/descendants'/employees' accomplishments, share important information with the tribal membership/community, disseminate news relevant to Indian Country and create online engagement with followers through uniquely crafted posts.
 - b. Requests can be made to share content on the Tribe's social media by emailing communications@nezperce.org.
 - i. Any content that is deemed inappropriate, obscene, derogatory or conflicting to NPT views or beliefs will not be approved.
 - ii. The Communications Department is not responsible for answering/responding to questions/ comments unless otherwise pre-arranged.
 - c. The Communications Department retains the right to censor any foul, derogatory or inappropriate comments.
 - d. Certain social media platforms enforce their own policy to censor certain images and language and the Communications Department will abide by this policy. All censored comments/images will be viewed to ensure

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ensorship is necessary.

- e. Messaging through social media platforms is not an effective manner to communicate with the Tribe. The Communications Department will attempt to respond to all messages as quickly as possible, however the best method of contact is through email.
- f. Departments/programs/organizations may tag/mention NPT in posts. The Communications Department will attempt to share those posts that tag NPT, however, not all tags come with a notification.

F. Social Media Procedure

- a. Items for social media can be emailed to communications@nezperce.org.
 - i. All forms of media can be submitted (written, image, video, etc.)
 - b. Sender should specify which social media platform(s) (Face Book, Instagram, Twitter or YouTube) they would like their item posted to along with any other specific details that should be included with the post.
 - c. The post should include all relevant information, including a contact for any questions.
 - i. The Communications Department is not responsible for answering/ responding to questions/ comments.
 - d. Requests to re-share or re-post information must be submitted to Communications to ensure completion of the task.
 - i. The Communications Team may re-share or re-post an item without request however, to ensure this occurs it is recommended a request is submitted in advance.
 - e. Facebook LIVE requests by NPT programs or departments should be made at least 1 week prior to event date. Requests can be submitted to communications@nezperce.org

G. Nez Perce Tribe Website Policy (nezperce.org)

- a. Internal Program/ Department will obtain approval from the Program Director/Manager.
 - i. The Communications Department is not responsible for monitoring the approval process.
- b. Tribal Committees, Commissions, Boards, and General Council requests must be authorized by their respective representatives.
 - i. The Communications Department is not responsible for monitoring the approval process.
- c. Information submitted for inclusion on website must be submitted to communications@nezperce.org.
- d. Every effort will be made to handle requests expeditiously and may depend on the complexity of the project and workload.
- e. Sender should specify as many details as possible (location, language, size, etc.).
- f. If an item expires, needs updated or needs removed for any reason, it is the responsibility of the program/department to inform the Communications Team.
 - i. Every effort will be made to handle requests expeditiously and may

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depend on the complexity of the project and workload.

H. Emergency Notifications

a. General

- i. An emergency notification system has been implemented to inform folks of emergency type situations. The system list is comprised of Executives, Department/ Program Managers/Director and field employees. Department/Program Managers/Director may request to have additional staff added at their discretion.
- ii. The emergency notification system will send an email, text and phone call to each individual on the list. Every effort will be made to also post on social media, website and via mass email to all staff.
- iii. It is the responsibility of the supervisor to provide remaining staff with any pertinent updates.

b. Inclement Weather Notifications

- i. In certain situations, it may be decided to close offices, delay office openings or close offices early.
- ii. The decision to close or delay all offices must come from the Nez Perce Tribal Executive Committee (NPTEC).
- iii. Every attempt will be made to send out notifications prior to the commencement of any work commutes, however this may not always be the case.
- iv. Early morning weather concerns: At the end of their shift, the night shift Nez Perce Tribal Police Officer will provide the Chief, or their designee, with a road report by 4:00 am. The Chief will then provide an update and recommendation to the Chairman. The NPTEC Chairman will then contact the Communications Manager with the decision by 5:00 am and a mass notification and post on social media will be sent out by 5:15 am, if possible;
 1. This is dependent on road conditions, whether plowing is taking place, and unpredictable issues that may prevent reaching the timelines mentioned above.
- v. The Chief of Police, or their designee, will have access to utilize the Emergency Notification system to send out notifications, including weather closures.
 1. The Communications Manager and/or designee will ensure communications with the Chief of Police, or their designee to ensure the notice is sent out in a timely manner.
- vi. The Communications Manager will also inform: Nimiipuu Health Director, Law & Justice Director, Nez Perce Tribal Housing Authority Director, Nez Perce Tribal Enterprises Executive Officer, and the Nez Perce Tribe Executive Director notifying them of the decision.
- vii. The above mentioned have the option to include their closure notice,

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if that is their decision, with the Communications Notifications.

1. Communications will not automatically include their entity unless otherwise requested prior to the Nez Perce Tribe's notice. We recognize that it may not always happen in a timely manner therefore the Communications Department will also send out the entity notice in a separate notice.

viii. Evening weather concerns: The NPTEC has the authority to close all offices, for any reason necessary. The NPTEC Chairman, or their designee, will contact and inform the Communications Manager in the event of an early closure and a notification will be sent out via mass email, social media and website.

I. Use of Nez Perce Tribe Logo Policy

- a. The Communications Department retains a high-resolution copy of the official NPT logo.
- b. NPT staff can request use of the logo for entity, department and program sponsored events/activities/meetings.
- c. Any outside entity or co-hosted event must receive permission for use of the Nez Perce Tribe logo on any materials.
 - i. A request must be sent to communications@nezperce.org and the Logo Use Permit Form will be completed and sent to the NPTEC Chairman for approval and signature.
 - ii. The request should be made as soon as possible to avoid any potential delays.
 - iii. Upon receipt of signed form from NPTEC Chairman, the form will be sent to the outside entity representative for signature agreeing to the logo use policy.
 - iv. Upon receipt of signed form from outside entity representative, a copy of the official high resolution digital logo will be emailed to the representative.
- d. The following elements are required to be included when using the NPT logo.
 - i. The symbol ©, or the word "Copyright", or the abbreviation "Copr."
 - ii. The year of first publication (1995).
 - iii. The name of the owner of the copyright (Nez Perce Tribe or NPT).
 1. Example: ©NPT1995 or ©Nez Perce Tribe1995

J. Style Kit Policy

- a. NPT has implemented a uniform Style Kit for all employees.
- b. The Style Kit is a guide for all employee email signatures, business cards, letter head and envelopes.
- c. Employees are required to implement the Style Kit guide in all aforementioned items.
- d. It is the responsibility of the Program Manager to ensure all staff are abiding by this policy.

Media Relations Policy, Procedures and Press Release Format

Nez Perce Tribe Communications Department

- A. Media Relations Policy of the Nez Perce Tribal Executive Committee
1. It is the policy of the Nez Perce Tribal Executive Committee (NPTEC) to respond as quickly as possible to legitimate media inquiries. The following procedures are designed to accomplish that goal while maintaining NPTEC's authority over the public release of information and ensuring that all information is consistent with the policy direction established by NPTEC.
 2. According to §4.12 of the Nez Perce Tribe Human Resources Manual, no tribal employee may disclose privileged information about clients, personnel actions, property acquisitions, tribal financial transactions, policy actions prior to implementation or any other confidential information to unauthorized individuals or entities. This policy is particularly relevant to media inquiries, where employees not used to deal with reporters may inadvertently misspeak regarding tribal business, or reveal privileged information.
 3. It is the policy of NPTEC that all press inquiries be answered in a timely manner and follow a consistent, professional format.
- B. Initial Contact Procedure
1. Upon receiving any media inquiry, the Tribe's Communications Manager shall be contacted (or in their absence the Office of Legal Counsel Policy Analyst) regarding the request.
 2. The Communications Manager shall immediately contact the Chairman (or in their absence the Vice-Chairman) with the issue, and the disposition of the media call, to ensure a prompt and timely response.
 3. The Communications Manager (or in their absence the Office of Legal Counsel Policy Analyst) will be responsible for following up with the reporter and making additional arrangements for an interview and/or statement.
- C. Procedure for Media Contacts with Nez Perce Tribal Executive Committee
1. The Communications Manager is the primary media contact and the Chairman of NPTEC is the spokesperson for the Tribe.
 2. The Chairman may designate the Vice-Chairman, a NPTEC Subcommittee Chair, an Executive, a Department Manager or the Tribe's Communications Manager as other authorized spokespersons for the Tribe.
 3. Should a reporter directly contact a member of NPTEC other than the Chairman, the NPTEC member may respond to the reporter's questions. Afterwards, the NPTEC member shall immediately contact the Chairman (or Vice-Chairman in the Chairman's absence) and the Communications Manager to inform them of the nature of the press contact and the substance of their response using the "Media Contact Form." (see attached)
- D. Procedure for Media Contacts with Departments and Employees
1. Should a reporter directly contact a tribal employee other than a NPTEC member, the tribal employee may respond directly to the reporter if: (a) the employee is familiar with or has worked on the project; (b) the employee has previously been given permission to speak on the particular topic with the media by NPTEC or their Department Manager;

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and (c) the employee is aware of this Media Policy and the Nez Perce Tribe Human Resources Manual's prohibition on revealing confidential information.

2. Should a tribal employee respond directly to a reporter, the employee shall immediately contact their Supervisor and the Tribe's Communications Manager in writing to inform them of the nature of the press contact and the substance of their response through use of the "Media Contact Form."

E. Procedure for Requests for Radio and Television Interviews

1. All radio or television interview requests will be directed to the Tribe's Communications Manager (or in their absence the Office of Legal Counsel Policy Analyst).
2. The Tribe's Communications Manager (or the Office of Legal Counsel Policy Analyst) will contact the Chairman or their designee about the inquiry. If needed, the Communications Manager will provide background information on the topic of the interview request to the Chairman or the Chairman's designee.
3. The Chairman may handle the interview them self, or may choose another person to respond to the interview request.
4. The Communications Manager will be available to attend and accompany the Chairman and/or others to interviews as needed, when possible.

F. Procedure for Written Press Releases

1. All press releases of the Nez Perce Tribe, except for "routine" notices of events, meetings or other announcements which do not implicate a policy decision of the Tribe, must be approved by the NPTEC Chairman or their designee. If a tribal employee is uncertain as to whether a proposed media release is "routine," he or she should contact the Tribe's Communications Manager.
2. All press releases, except for "routine" announcements, must be sent to the Tribe's Communications Manager and they will transmit the release to the NPTEC Chairman.
3. Insofar as possible, all NPTEC members will have the opportunity to review and comment on all press releases to be issued by the Nez Perce Tribe.
4. All press releases will be circulated to NPTEC members by the Communications Manager via email, in an attached word document using the "Press Release Form" (see attached) with a deadline for comments.
 - i. The press release can be publicly released with the majority approval by NPTEC (with at least 5 out of the 9 NPTEC members' response) or the NPTEC Chairman's sole approval.

G. Format/Distribution for All Media Releases

1. Designated Press Release header should be used for all press releases from the Nez Perce Tribe.
2. Releases should be in Times New Roman font, 12 point, unless otherwise noted, in adherence with the following format:
 - i. The headline in bold face, centered, 12 point
 - ii. Spacing between lines of release text is 1.5
 - iii. Date of the release is included in the header
 - iv. "For Immediate Release" is typed in the line above date
 - v. Location pertaining to the information should be spelled out at the beginning of the first paragraph of the press release (ex. "Lapwai, Idaho-").
 - vi. All text will be pasted into the body of the email
 - vii. Any images will be pasted into the body of the email

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- viii. On line below last line of release, centered, type "###"
 - ix. Contact information is located in the header of the press release to include name, phone number, email, website URL, and social media hyperlinks.
3. Contact person will be the Communications Manager.
 4. Final press release will be distributed by the Communications Manager to the media solely via email. Communications Manager will also share the press release to any additional, fitting, Nez Perce Tribe Communications platforms (social media, newspaper, website, mass email, e-newsletter, etc.).
 5. For all press releases, the Communications Manager will keep a digital copy on file.

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**Nez Perce Tribe
MEDIA CONTACT FORM**

NAME:

TITLE:

DEPARTMENT:

NATURE OF CONTACT

DATE:

TIME:

REPORTER NAME/PAPER:

REGARDING:

DESCRIPTION OF CONTACT:

ROUTE TO:

DEPARTMENT MANAGER
COMMUNICATIONS MANAGER

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PRESS RELEASE

Contact: Rachel E. Wilson
Telephone: 208.621.4772
Email: rachelw@nezperce.org

Website: www.nezperce.org



FOR IMMEDIATE RELEASE

Month, day, 2024

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