

## **Media Response Policy**

Revised Oct. 2023

Modern Woodmen of America's Media Response Policy reflects the organization's desire to promote a positive image of Modern Woodmen and its subsidiaries. The policy also allows Modern Woodmen to provide accurate information to the media in a timely fashion, while adhering to legal and other requirements and protecting Modern Woodmen's reputation.

The Media Response Policy applies to the following individuals:

- Employees of Modern Woodmen and its subsidiaries.
- Field representatives.
- Chapter officers.
- Youth club leaders.

### **Definition of media**

Modern Woodmen defines the media as a channel through which news, education, data, entertainment or promotional message is disseminated. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboard, direct mail, telephone, fax and Internet (including social media sites).

### **Speaking on behalf of Modern Woodmen**

No employee or representative of Modern Woodmen should communicate to the media about Modern Woodmen without the appropriate authority and/or approval from the Enterprise Communications Department.

### **Personal representation in the media**

Occasionally employees and representatives of Modern Woodmen may be approached by the media to speak about topics related to their personal interests or nonwork related activities. To avoid confusion that you are speaking on behalf of Modern Woodmen, do not reference Modern Woodmen or your role with Modern Woodmen – unless you have obtained prior approval from the Enterprise Communications Department.

### **Using Modern Woodmen's name, logo and endorsements**

In general, Modern Woodmen does not allow use of its name or logo in print or electronic documents of suppliers, consultants, business partners or other third parties without prior approval. Use of Modern Woodmen's name or logo to endorse or promote any product, opinion, cause, political candidate, etc., is also not allowed.

Please refer all requests to use Modern Woodmen's logo or its subsidiaries' logos to the Corporate Communications Department, which will work with the appropriate internal authorities to review requests.

## **Handling negative comments found on social media sites**

If you find negative or disparaging comments about Modern Woodmen or its subsidiaries online, please forward those comments to the Enterprise Communications Department. Do not respond to the negative postings yourself.

The Enterprise Communications Department will determine the best course of action, working with subject matter experts, to handle the negative postings. In some situations, the best course of action may be to not respond and to monitor the situation.

## **How to handle requests from the media**

### **1. Responding to media phone calls**

Refer all unsolicited phone calls from the media to Hallie Porter in the Enterprise Communications Department, ext. 5657.

The Enterprise Communications Department will follow up with the media to determine the nature of the phone call and how best to handle the media's questions. In some cases, the Enterprise Communications Department will ask specific employees or agents to answer the media's questions. The Enterprise Communications Department may choose not to respond to the media's questions, if that course of action is in the best interest of Modern Woodmen.

### **2. Conducting planned interviews with the media**

At times representatives of Modern Woodmen have opportunities to participate in live or taped interviews with the media or to talk to a reporter for an article/segment about Modern Woodmen. The Enterprise Marketing Department, working with Compliance, must preapprove all planned interviews that discuss Modern Woodmen in any way or reflect on your relationship with Modern Woodmen.

The Enterprise Marketing Department, working with Compliance, will review all potential media interviews for appropriateness of topics, media outlet, audience and individual to be interviewed.

Once an interview opportunity has been approved, the Enterprise Marketing Department or the Enterprise Communications Department can help you prepare for the interview. You can also download the interview guide found on The Resource Center for tips and sample questions/answers.

### **3. Responding to questions from the media when a Modern Woodmen-created media release (sent by you or Modern Woodmen) initiated the communication.**

**If you lead a Modern Woodmen chapter or youth club** – You can communicate directly with the media about your chapter's or club's specific activities. It is recommended that you use approved,

prewritten media releases from Modern Woodmen whenever possible. Please remember to speak only about your personal experience. Do not imply that you speak for the entire organization.

**If you are a Modern Woodmen field representative** – Modern Woodmen representatives can respond to questions from the media regarding media releases distributed by the representative and/or Modern Woodmen. Please remember to speak only about your personal experience. Do not imply that you speak for the entire organization.

#### **4. Handling a crisis**

Immediately direct any phone calls from the media regarding a crisis situation to the Enterprise Communications Department. Do not respond to the media yourself unless you receive approval from the Enterprise Communications Department.

The Enterprise Communications Department defines a crisis as any situation that:

- Has resulted or may result in significant damage to home office facilities.
- Has resulted or may result in death, injury, or health or safety problems for the public or employees.
- Disrupts operations.
- Calls into question Modern Woodmen's workplace, fraternal and/or field practices.
- Calls into question Modern Woodmen's ability to meet its obligations to members.
- Calls into question the integrity of Modern Woodmen, its people, or its products and services.

#### **Questions**

If you have questions about the Media Response Policy, please contact Sharon Snawerdt, Manager, Enterprise Communications, ext. 5630.