



MEDIA PROTOCOLS

The International Headquarters is available to assist chapters with managing media requests in a responsible and timely way. If a media inquiry is received, don't panic. The following steps will help to navigate the media engagement process for the Chapter Prior:

STEP 1: ACKNOWLEDGE THE REQUEST

Within minutes, acknowledge the reporter's request and thank them for their inquiry. Request time to gather your thoughts before making an official statement and ask for the reporter's information:

- ☞ Name
- ☞ Media outlet
- ☞ Contact information
- ☞ Deadline
- ☞ Questions in writing

STEP 2: CONTACT THE INTERNATIONAL HEADQUARTERS

Immediately contact Executive Director Andy Huston (cell: 317.340.7698 - andy@sam.org) with details of the inquiry. He will promptly work with you to craft an official statement or interview response.

STEP 3: PLAY BY THE RULES

The Fraternity has one goal in media engagement: ensuring the safety of our members and protecting the operation and reputation of the chapter. The Chapter Prior, as spokesman, should abide by the following rules of engagement:

- 👍 Be quick. Be helpful. Be honest.
- 👍 Decline on-camera, telephone or live interviews, unless approved by the International Headquarters.
- 👍 Never answer a question with "no comment." It's perfectly acceptable to say, "I don't know" (if it's true).
- 👍 Do not speculate, lay blame, or admit liability.
- 👍 Avoid mentioning names.

WE'RE HERE FOR YOU

Before making a public response, we strongly encourage all statements to be coordinated with the International Headquarters. Your dues help provide access to timely, professional media consulting. In serious matters like these, don't go it alone. We're here to help — no matter the issue.