Protocol for Media Contacts

Each Student Affairs and Enrollment Management department needs to have a clearly defined and articulated chain of command regarding who responds to media inquiries. All contacts by media must go through University Relations (UR).

Contacts at University Relations are (in order of backup contacts)
1. Communication Coordinator; Sadie Rudolph 701-231-8421
2. Associate Vice President; Laura McDaniel 231-8330 or 701-799-1335

Examples of Media Contact:
- Items with any potential media impact – positive or negative
- Any student and/or organization issues– positive or negative [examples are safety and security issues, controversial programs]
- Major decisions or issues within your area [examples are overflow housing, student fee inquiry]
- Any controversial topic within Enrollment Management or a situation that involves possible litigation
- General information [examples are fall enrollment, general topics of interest]

Reporting Responsibility
- When reporting a media contact to the “Report Contact To” list, the staff person reports to ALL individuals in the list so that no one is missed.
- Contacts to the President are made by the Provost or her designee