## 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 Media Relations are (in order of backup contacts)

1. Media Relations Coordinator [University Relations]; 701-231-8421
2. Associate Vice President University Relations; 231-8330

### 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 [example: student fee inquiry]
- Any controversial topic within Student Affairs and 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

<table>
<thead>
<tr>
<th>Contact</th>
<th>Media Contact Protocol</th>
<th>Report Contact to</th>
<th>Timeframe to Report</th>
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</thead>
<tbody>
<tr>
<td>A division staff person is contacted by the media</td>
<td>1. Refer any call to University Relations (UR) “We coordinate all media calls through UR”&lt;br&gt;2. After consultation with UR and your supervisor(s) further options include:&lt;br&gt;• UR handling all contacts&lt;br&gt;• Vice Provost handling all contacts&lt;br&gt;• Assoc. Vice Provost handing all contacts&lt;br&gt;• Director Interview w/UR present&lt;br&gt;• Director of designee interview alone</td>
<td>Vice Provost&lt;br&gt;Assoc. Vice Provost&lt;br&gt;Director Supervisor(s)</td>
<td>Immediate* [Type of contact must depend on urgency of issue]</td>
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<tr>
<td>To promote an event or program</td>
<td>1. Provide UR with the information about your event&lt;br&gt;2. UR contacts media</td>
<td>Vice Provost&lt;br&gt;Assoc. Vice Provost&lt;br&gt;Director Supervisor(s)&lt;br&gt;UR: Laura</td>
<td>Report promptly [Share good news!]</td>
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*depending on urgency options for contacting the Vice Provost include contacting Krisanne, cell phone or email

Last revised March 2019