

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

Contact	Media Contact Protocol	Report Contact to	Timeframe to Report
A division staff person is contacted by the media	1. Refer any call to University Relations (UR) “We coordinate all media calls through UR”  2. After consultation with UR and your supervisor(s) further options include: <ul style="list-style-type: none"> • UR handling all contacts • Vice Provost handling all contacts • Assoc. Vice Provost handing all contacts • Director Interview w/UR present • Director of designee interview alone 	Vice Provost Assoc. Vice Provost Director Supervisor(s)	Immediate* [Type of contact must depend on urgency of issue]
To promote an event or program	1. Provide UR with the information about your event  2. UR contacts media	Vice Provost Assoc. Vice Provost Director Supervisor(s) UR: Laura	Report promptly [Share good news!]

*depending on urgency options for contacting the Vice Provost include contacting Krisanne, cell phone or email

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