

Media Relations Protocol

You or a colleague may be contacted by the media asking about The Upgrade or other UMN business. The caller may be checking a fact, looking for a referral to someone on the project, or requesting a comment.

All media inquiries should be referred to the University's News Service at 612-624-5551.

Sample response for media inquiries:

"The University's News Service is handling all media calls and they will be happy to help you out. They can be reached at 612-624-5551."

Who is part of the "Media"?

Individuals from:

- Newspapers (including the Minnesota Daily)
- Radio stations
- TV stations
- Bloggers or other social media sites
- Magazines and other specialty publications

Tips if you are contacted

Share the News Service number: 612-624-5551.

If you are uncertain, ask the caller if they are a member of the media.

Tell your colleagues about this media protocol and encourage them to refer all media to the News Service.

If a member of the media leaves you a message, promptly forward the message to the News Service.

Streamlined. Efficient. Supported.

2015 PeopleSoft Upgrade

The University of Minnesota is an equal opportunity educator and employer. This publication is available in alternative formats upon request. Direct requests to the One Stop Student Services disability services liaison at 612-625-9578.