

## Media Request Intake Form

This form is to be used if you are contacted by any media outlet for information or a quote. Before speaking to any reporter, please notify Rachel Stone, Gary Smith, or Dianne Anderson regarding the subject matter. Once this form is complete, please ensure that the PPD Communications Specialist receives a copy for their records.

Date of Request: \_\_\_\_\_ Time of Request: \_\_\_\_\_ Deadline: \_\_\_\_\_

Name of Reporter: \_\_\_\_\_ Business Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Type of Media (circle one):      Television News      Newspaper      Magazine      Radio

Where did they hear about this topic? \_\_\_\_\_

What kind of information are they looking for? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Who would they like to interview? \_\_\_\_\_

What type of interview is requested?    on camera    phone    in person    written response

What are the benefits for doing this interview? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What are the potential drawbacks, if any? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

When will this story be aired/published? \_\_\_\_\_

Are there any "responses" needed on behalf of PPD/UNM? \_\_\_\_\_

Please contact University Communication & Marketing (UCAM) for questions and/or media training at 277-5813 or email Dianne Anderson at [danderson@unm.edu](mailto:danderson@unm.edu) (Office of the President) or Steve Carr (UCAM) at [scarr@unm.edu](mailto:scarr@unm.edu).

**PPD Experts:**

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Environmental Services: Willie West, Acting Associate Director	277-0615	<a href="mailto:wwest@unm.edu">wwest@unm.edu</a>
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