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 (Office of the President) or Steve Carr (UCAM) at scarr@unm.edu.

5/24/2016
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