

# Simple Media Protocol

In the event you receive any media inquiries:

- Designate a point person (likely the IFC President).
- Be **courteous** to the reporter.
- If you are aware of reporters on your campus, to not draw attention to yourself, don't wear [Org] letters during the time of media scrutiny.
- I encourage you to use the following language: "I don't have **information** or an **opinion** to share but suggest you contact [Point Person]."
- Share with the reporter my contact information: [Point Person], cell phone (XXX) XXX-XXXX.
- Please call or text [Point Person] at (XXX) XXX-XXXX or email him to let me know of the media inquiry. Try to let me know the reporter's name and news outlet if you have it.
- No members should provide further statements to the media (however do not use the phrase "no comment" just refer inquiries to [Point Person]).
- I encourage you to **refrain from commenting/posting on social media** about the situation



# Media Guidance for Point Person

- Above all, be respectful and courteous
- Politely communicate that you will get back to the reporter shortly, but that you'd like the following information before responding:
  - Reporter name & media outlet
  - Contact information (both phone and email)
  - Nature of inquiry (what is the story about?)
  - Deadline
- Refrain from providing any personal comment on the situation – **you are always on the record** even if off mic/camera or making informal comments





NORTH AMERICAN  
**INTERFRATERNITY**  
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**Questions?**

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