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## 5.62 MEDIA CONTACT (NEWSPAPERS, TELEVISION, RADIO, ETC.)

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DATE LAST UPDATED:

1. In the event any NDU element or person receives a media request, promptly forward the following information to the Assistant Vice President for University Relations (AVP-UR) via E-mail, memo or phone call:

- a. Name of reporter
- b. Name of organization
- c. Type of medium (print, TV or radio)
- d. Reporter's phone number
- e. Nature of request
- f. (If known) Expected date of publication or broadcast

2. If the request results in an immediate interview without an opportunity to contact the AVP-UR, then notification may be made after the fact. Otherwise, the AVP-UR should be advised of any pre-arranged media contact before it takes place.

3. Before any interview begins, the reporter should be told that "THE VIEWS EXPRESSED ARE PERSONAL ONES AND DO NOT NECESSARILY REFLECT THE OFFICIAL POLICY OR POSITION OF THE NATIONAL DEFENSE UNIVERSITY, THE DEPARTMENT OF DEFENSE OR THE U.S. GOVERNMENT."

4. Following any contact with the media, NDU personnel are required to provide an after-action report to the NDU AVP-UR (via E-mail or written document). The report should include all elements of paragraph 1 above, as well as any sensitive questions/responses.

APPLICABLE REGULATION: NDU Reg. 360-1, Paragraph 4e.

NDU POC: Assistant Vice President for University Relations, Ph: 685-3140