

Media Contact Reporting

Description

This procedure provides details on the process for documenting and reporting contact with the media.

Responsibility

TPB Supervisor – Review and advise on Communication Office participation

TPB Engineer – Document and report all media contacts

Scheduling and Time Constraints

The Media Contact should be documented and submitted to the supervisor immediately following contact, especially if the topic may be potentially controversial.

Procedure

Step	Action
1	Media Requests may come from NCDOT's Communication's Office or from external Media sources directly. The TPB Engineer should document every contact by the media and provide a detailed report of the media contact, including the following items: <ul style="list-style-type: none"> • Reporter/Media Group name, contact information • Subject of inquiry • Summary of information provided
2	The TPB Engineer should email the Media Contact Report to the appropriate Group Supervisor and Unit Head. Note: If the topic is routine (not potentially controversial), the TPB Engineer may provide an on-the-spot interview. If the topic is potentially controversial, the TPB Engineer may request a written list of questions or refer the requestor to NCDOT's Communication Office. The TPB Engineer may also contact the appropriate Communications Officer (see below) for assistance in responding to a Media request for information.
3	The Group Supervisor/Unit Head should review the Media Contact Report to determine if it needs to be elevated. If it does, it should be forwarded to the Branch Manager for review.
4.	If the Media contact concerns an issue that is not routine, will likely result in a news article, or will come to the attention of NCDOT Leadership, the TPB Engineer should also provide the Media Contact Report to the appropriate Communication's Office contact. Note: NCDOT's Communication Office contacts are set up by the NCDOT division boundaries, to obtain the name of the communications officer responsible for your area, contact the Communications Supervisor, Steve Abbott (swabbott@ncdot.gov)

Policy, Regulatory, and Legal Requirements

None

Resources**Background**

There are instances when members of the media may contact TPB staff directly to obtain information relative to work underway. In some cases, the request may come through the Communications Office. If contacted, staff will follow the procedure provided for documenting and reporting the information requested and provided.

Record of Revision

The information contained in this procedure is deemed accurate and complete when posted. Content may change at any time without notice. We cannot guarantee the accuracy or completeness of printed copies. Please refer to the online procedure for the most current version. Contact TPB Staff Engineer with all the questions about this procedure.

Version	Section Affected	Description	Effective Date
2	Whole procedure	New template and simplified procedure steps for media coordination	4/28/2014

Flowchart