History of POL 06.15.01

Media Policy

**Authority:** Chancellor

**History:**

**First Issued:**

June 6, 2017 **Current version** – This policy was created by University Communications and Marketing in an effort to promote effective communication with the media. Effective media relations are critical to strengthening the brand image of the university and fostering community support of the mission of UNCP. Collaboration across campus will bolster our media presence and extend the reach of UNCP’s brand into a greater share of the market.

**Related Policies:**

* [POL 04.25.03 – UNC Pembroke Emergency Operations Plan](http://www.uncp.edu/about-uncp/administration/policies-and-regulations/all-policies/pol-042503-emergency-operations-plan)

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