

POL 06.15.01  
UNC Pembroke Media Policy

**Authority:** Chancellor

**History:**

- First Issued: June 6, 2017

**Related Policies:**

- [POL 04.25.03 – UNC Pembroke Emergency Operations Plan](#)

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## 1. INTRODUCTION

1.1 Effective communication with the media is critical to UNCP's ability to carry out its mission and promote continued public support for the university. Effective media relations best serves the university by:

- 1.1.1. informing the region of our value;
  - 1.1.2. promoting university achievements, activities and other events of significance; and
  - 1.1.3. expanding the general visibility and brand reach of the university.
- 1.2 This policy is not intended for use in a punitive manner.

## 2. DEFINITIONS

2.1 Media: for the purposes of this policy, news media shall refer to representatives of newspapers, magazines, newsletters, online publications, television and radio.

## 3. POLICY

3.1 The Chancellor and/or executive director of University Communications and Marketing (UCM) serve as the official university spokespersons to convey statements and positions or media releases on behalf of the university.

3.2 The Chancellor or executive director of UCM may designate another university employee to serve as spokesperson on a particular issue.

3.3 UNCP recognizes faculty and staff have the right to speak with members of the media as individuals. No faculty or staff member speaks in an official university capacity unless authorized to do so.

## **4. GUIDELINES**

4.1 During a crisis or emergency event interrupting operations, UCM shall handle all contacts with the media, and will coordinate the flow of information from the university to the public. In such situations, all campus departments should refer calls from the media to UCM. For more information on UNCP's Emergency Operations Plan, please see [POL 04.25.03](#).

4.2 Members of the faculty and staff can and should respond to requests from the media in reference to their research, scholarship, teaching, expertise and professional and community service. See 5.2 for specific topics to be referred to UCM. Faculty and staff contacted by the media should notify UCM immediately following such contact.

4.3 Because positive media solicitation is an integral element of the university's communications strategy, any ideas for articles or pieces that would positively portray the university, its work, and/or its community should also be directed to UCM. If a situation arises that may be newsworthy, please notify UCM as soon as possible to ensure a timely release of information.

4.4 To assist faculty and staff in preparation for effective interaction with media, professional media relations staff in UCM are available as a resource for requested interviews.

4.5 The associate athletic director for communications will serve as the sports information director and primary point of contact for athletics-related inquiries.

4.6 Faculty, staff and student organizations may select a spokesperson to speak on behalf of their organization. The organization spokesperson should speak on behalf of only the organization they represent, being careful not to provide official university positions or statements without authorization from the Chancellor or designee.

## **5. INTERACTING WITH MEDIA**

5.1 Obtain the name of the person calling, the media organization and, if available, the anticipated time of release of information in print or broadcast. This information should be included when the notification is made to UCM, per 4.2.

5.2 Faculty and staff should refer media inquiries on the following topics to UCM:

5.2.1. legal issues;

5.2.2. requests about a specific student or students;

5.2.3. personnel matters;

5.2.4. questions that would result in harm to others; and

5.2.5. a campus incident, crisis or emergency.