



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

University Communications

Mapping Next Steps

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Faculty Council

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Who We Are



INTERNAL
COMMUNICATIONS



EXECUTIVE
COMMUNICATIONS



SOCIAL MEDIA



CONTENT



STRATEGIC
RESOURCES



ISSUES
MANAGEMENT



CAMPUS
COMMUNICATIONS



MEDIA RELATIONS



PUBLIC RECORDS



COMMUNITY
RELATIONS



VISITORS CENTER



UNC CREATIVE

Early Areas for Focus

- 1 Sharpen our public messages
- 2 Enhance vibrant storytelling
- 3 Audit our communications to stakeholders

Sharpen Our Public Messages

- What 3 things do we want everyone to know UNC-Chapel Hill is up to right now?
 - Key messages are different than key goals or topic areas.
- What specifics or new movement can we talk about that provide new energy and proof points to those three things?

Enhance Vibrant Storytelling

Support those three messages with alignment and sharing across all channels

- Events
- Social media
- Remarks
- Websites
- Newsletters
- Peer conferences
- Digital pubs
- Mailers
- Recruitment materials
- Media relations
- The Well, etc.
- Government relations
- Communications with boards

Audit Our Communications to Stakeholders

- How are we currently speaking to each audience?
 - In-person, digital channels, other means
- Evaluate the success of our communications tactics

Working with Us



Promoting Your Work

- We promote research and programs on UNC.edu and The Well every day.
- Reach out to your school communicator to connect.



Faculty Experts

- Our media team pitches faculty experts on current events.
- If you can be available for interviews on short notice, we will add you to our list.



Media/Message Training

- We offer training for individuals and groups on how best to communicate your expertise to the public and media.
- Reach out to mediarelations@unc.edu to learn more.

Overview

- Located in Carroll Hall, Room 344
- Partnership between University Communications and the Hussman School of Journalism and Media
- Opened in 2008
- Used primarily for faculty interviews but is also available for Hussman students



Capabilities

- Television, radio and podcast interviews; live and pre-recorded
- Connectivity to broadcast media outlets around the world
- Soundproof walls, dedicated lighting grid and production equipment for a convenient, professional interview
- Working to incorporate Zoom into workflow for media interviews



Convenience

- Central campus location in Carroll Hall
- Available for interviews 24/7
- Full-time dedicated parking spot
- Park, walk in, clip on the mic and go!

