

# **University Communications**

**Mapping Next Steps** 

Kamrhan Farwell, Vice Chancellor of Communications

**Faculty Council** 

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## Who We Are











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
- 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



- 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.

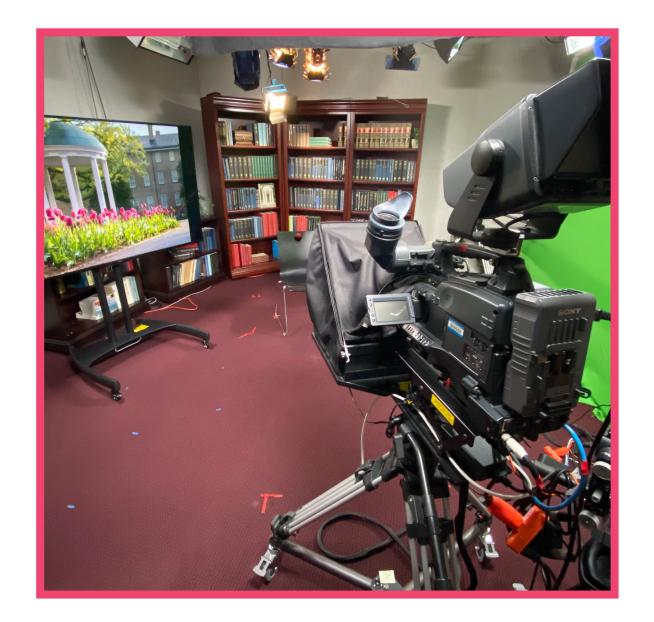
### Media/Message Training

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

### **CAROLINA NEWS STUDIO**

### 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





#### **CAROLINA NEWS STUDIO**

# 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

### **CAROLINA NEWS STUDIO**

### 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!

