

# ITS: Press Procedure

ITS, division of Communications  
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The ITS division of Communications is the central point of contact for all press contacts, including items coming from ITS to the Press, and inquires from the Press to ITS. "Press" includes campus publications (i.e. *University Gazette*, *The Daily Tar Heel*), regional publications and programming (i.e. *The News & Observer*, *television stations*, *radio stations*), and national venues. All members of ITS are asked to follow the below steps when contacted by the Press.

## **IF YOU ARE CONTACTED BY A MEMBER OF THE PRESS:**

1. Thank the reporter for their interest in ITS
2. Collect key information:
  - a. name of the reporter/s
  - b. contact information (phone/email)
  - c. the organization they represent
  - d. the subject they are researching
  - e. story deadline
3. Provide the reporter with the contact information for ITS Communications (listed at the top of this page) as the point of contact for inquiries
4. Inform your immediate supervisor of the contact
5. Forward the reporters' information to ITS Communications (fax: 843.3016, phone: 843.9922, email: [itscommunications@unc.edu](mailto:itscommunications@unc.edu))

**NOTE: Staff are not authorized to provide any information to any member of the Press without approval by their division's Assistant Vice Chancellor or the Communications division of ITS.**

## **IF YOU HAVE A STORY TO SUBMIT TO THE PRESS:**

Submit a completed "ITS: Announcement Request" form to the ITS division of Communications. The form is located on the ITS Communications web page (in development as of 10/11/04) and by request (email: [itscommunications@unc.edu](mailto:itscommunications@unc.edu)).