

University of Alabama at Birmingham Media Guidelines

INFORMATION FOR NEWS MEDIA

Updated January 2025

The UAB Office of Marketing and Communications oversees UAB's public relations functions, including integrated internal and external communications and media relations. A renowned public doctoral research university and academic medical center with a growing campus, vibrant student life, expansive impact in the community and a \$12.1 billion annual economic impact in the state, UAB is committed to the creation and dissemination of knowledge that will change the world.

The Office of Marketing and Communications recognizes the importance of the news media to an informed public and works with reporters to communicate significant developments, as well as information about our people, operations and outcomes. We regularly communicate about how our students, faculty, staff, alumni and supporters are advancing all areas of our [strategic plan](#): education; research, innovation and economic development; community engagement; and patient care. In addition, Athletic Communications works with news media to communicate information specific to UAB Athletics.

The following policies and guidelines are intended to support the important work happening throughout the UAB community and facilitate constructive interactions with the news media:

- Interview requests, questions other inquiries of the Office of Marketing and Communications: 205-934-3884
 - After hours: Call 205-934-2599 and ask for the media specialist on call.
- UAB Experts Guide: www.uab.edu/news/resources/experts
- UAB News Online: www.uab.edu/news
- Request Documents Under the Alabama Open Records Act: Email openrecords@uab.edu.

Media on University Property

Members of the media often visit UAB to cover news and interview UAB students, faculty and staff. Reporters wishing to coordinate an interview or visit campus should call the Office of Marketing and Communications at 205-934-3884 for assistance (e.g., identifying and reaching the appropriate interview source or on-campus media escort) and necessary approvals.

Visitors to campus — including news media — should be aware that university property is not public space. UAB takes seriously its responsibility to maintain an environment in which important business can be conducted across all areas of the institution's multifaceted mission — education; research, innovation and economic development; community engagement; and patient care.

The Office of Marketing and Communications must be notified before a member of the media enters UAB property. This includes any indoor and outdoor UAB property. University Police will stop and detain media without an approved escort until the Office of Marketing and Communications can be contacted to approve the activity or provide an escort. As visitors to campus, members of the news media are expected to abide by all parking and traffic ordinances. Requests for special

parking accommodations can be made to the Office of Marketing and Communications, 205-934-3884.

UAB Buildings/Indoors/Parking Structures: Media must be escorted at all times in any UAB building by Office of Marketing and Communications staff or an Office of Marketing and Communications-approved UAB employee. This includes parking structures.

UAB Property/Outdoors: Media must receive the Office of Marketing and Communications approval to access outdoor common areas like the Campus Green. Media has the legal right to be on City of Birmingham public sidewalks without approval but must contact the Office of Marketing and Communications to request permission and/or an escort to access on-campus outdoor areas including the Campus Green, UAB parking lots and common areas (e.g., amphitheaters, parks and courtyards).

Emergencies and Special Circumstances: Though the Office of Marketing and Communications traditionally approves advance requests for still and video photography, in the event of an emergency, or to limit disruptions to normal university operations, news media may be restricted to certain areas of campus for filming or live broadcasting.

Photography and Video on Campus: Photos and videos of campus are often provided to news media and can be accessed through the Office of Marketing and Communications (205-934-3884). Media wanting to shoot original content should contact the Office of Marketing and Communications for approval and/or an on-campus escort. Still or video images of campus may not be used for commercial or promotional purposes outside of scheduled news coverage without approval from the Office of Marketing and Communications.

Drones on Campus: Unmanned Aircraft Systems (UAS), or drones, may only be operated on UAB's campus in accordance with UAB's [Unmanned Aircraft Systems Policy](#). Any UAS operator who captures photos or video footage for use in marketing or media materials is required to obtain approval from the Office of Marketing and Communications prior to using the photos or video footage for such purpose. To receive approval, please page the media specialist on call by calling 205-934-3411.

According to the UAS Policy that has been approved by the University of Alabama System Office, any UAS operator who captures photos or video footage for use in marketing or media materials is required to obtain approval from the [Office of Marketing and Communications](#) at least three (3) days in advance of the desired flight time and prior to using the photos or video footage for such purpose.

The marketing and communications staff will help secure approval through the EHS Campus Safety Office in advance of the desired flight time to request and obtain UAB UAS Usage Approval and Permit.

All approved UAB UAS Flight Permits are for a specific time and a specific location to ensure that multiple UASs are not sharing airspace. Operators are required to maintain UAB UAS Flight Permits for inspection at all times during the permitted flight.

All UAS operators will have to meet the requirements outlined in the UAB's [Unmanned Aircraft](#)

[Systems Policy](#). Individuals who are operating a UAS on or above UAB's campus without approval from the FAA and EHS Campus Safety are in violation of university policy.

Confirmed violations of this policy will result in appropriate consequences commensurate with the offense, including, but not limited to, removal from campus and issuance of a trespass citation, up to and including termination of employment, appointment, student status or other relationships with UAB. Violations of local, state and federal laws and regulations may result in regulatory and criminal penalties.

UAB Student Media

Student Media may be offered special access to campus events or facilities in recognition of its unique role at UAB.

Expectations of the News Media

We kindly ask members of the news media to conduct themselves in an ethical and professional manner when contacting or interacting with members of the UAB community and when visiting campus. Please respect the comfort and privacy of our students, faculty, staff, patients and visitors. UAB reserves the right, in the best interests of the UAB community, to deny media members who do not adhere to these standards access to the campus, media events and UAB spokespeople.

UAB News Releases

Members of the media who do not receive UAB news releases but would like to be added to our distribution list(s) should email UAB Director of Public Relations Alicia Rohan at arohan@uab.edu. UAB news stories can be accessed online at www.uab.edu/news.