PR Resources

**GRAPHIC IDENTITY**

Need help with design services?
- Templates available on the Brand Wise site: unmc.edu/brandwise
- Tara Witte (Printing Services)
- Dawn Nevarez (PR)

Need a photograph?
- Check online first! Brand Wise site – online photo database
- If you can’t find what you need, call Karen Burbach (PR)

Need to take a photograph or hire a photographer?
- Brand Wise site – archived photography tips
- Brand Wise site – preferred vendor and policy
- Karen Burbach (PR)

Need a media release form?
- Brand Wise site – form available online
- Vicky Cerino (PR)

Have questions about UNMC’s graphic identity?
- Dawn Nevarez (PR)

Need to create a PowerPoint presentation?
- Templates on the Brand Wise site

Need to create a scientific poster?
- Templates on the Brand Wise site
- Printing Services

**WEB/SOCIAL MEDIA**

Need help building your website?
- Stacie Hamel (PR)
- Anne Faylor (IT)

Need Cascade Server training?
- Brand Wise site – archived training session
- Anne Faylor (IT)

Want to join the social media world, but don’t know where to start?
- Stacie Hamel (PR)

Interested in creating an eNewsletter?
- Brand Wise site – archived training session
- Ryan Shaw (PR)

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MARKETING/WRITING
Need help incorporating brand messages into a communication piece?
• Bill O’Neill (PR)

Need marketing advice?
• Dawn Nevarez (PR)

EVENTS
Need event planning advice?
• Anna Kirshenbaum (PR)

Need to schedule a room or the events center for your event?
• Truhlsen Campus Events Center – Candace Peteler (PR)
• For all other campus spaces: www.unmc.edu/academicaffairs/room_scheduling.htm

Interested in getting one of your faculty members out in the community?
• Science Cafes, Nebraska Science Festival – Kacie Baum (PR)
• Speakers Bureau – Anna Kirshenbaum (PR)
• KETV Channel 7 – Ask UNMC segments – Lisa Spellman (PR) & Rich Watson (PR)

MEDIA/PUBLICATIONS
Think you might have a story or news release for the media?
• Contact your PR beat

Has someone from the media contacted you about a UNMC story?
• Contact your PR beat

Need training on how to talk to the media?
• Vicky Cerino (PR)

SIGNAGE/GIVE-AWAYS
Need lapel pins (or other items) to give-away?
• Public Relations: 559-4353

Need a UNMC display for a conference, event, etc?
• Public Relations: 559-4353

VIDEOGRAPHY
• Rich Watson (PR)

CAMPUS TOURS
Interested in student/public tours?
• For info, www.unmc.edu/outreach/campus-tours.html
• For virtual tours, www.unmc.edu/outreach/campus-tours.html