Strategic Communications Resources

GRAPHIC IDENTITY

Need help with design services?
• Templates available on the Brand Wise site: unmc.edu/brandwise
• Tara Witte (Printing Services)
• Tom Waples (SC)

Need the UNMC logo?
• Fill out the “Request a Logo” form on the Brand Wise site

Need a photograph?
• Check online first! Brand Wise site – online photo database (WebDAM)
• If you can’t find what you need, contact Kent Sievers (SC)

Need a professional headshot?
• Kent Sievers (SC)

Need to hire a photographer?
• Brand Wise site – archived photography tips
• Brand Wise site – preferred vendors
• Stacie Hamel (SC)

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

Have questions about UNMC’s graphic identity?
• Tom Waples (SC)

Need business cards and official letterhead?
• Digital letterhead template available on Brand Wise site
• Order business cards, envelopes and watermarked letterhead on Printing Services website: unmc.edu/printmail

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

VIDEOGRAPHY

• Rich Watson (SC) – photography/videography
• Joy Beatie (SC) – animation/videography

Our beats

| College of Dentistry | Lisa Spellman  
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<td>Erin Wirth (COD)</td>
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<td>Fred &amp; Pamela Buffett Cancer Center</td>
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<td>Research</td>
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<td>RHEN/INBRE</td>
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<td>Academic Affairs</td>
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<td>Business &amp; Finance</td>
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<td>Stacie Hamel</td>
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<td>Ryan Shaw</td>
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MARKETING/WRITING
Need help incorporating brand messages into a communication piece?
• Bill O’Neill (SC)

Need marketing advice?
• Aurelie Villard (SC) for social media ads
• Tom Waples (SC) for print/web ads

WEB/SOCIAL MEDIA
Need help building your website?
• Ryan Shaw (SC)
• 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?
• Aurelie Villard (SC)

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

Interested in starting a podcast?
• Ryan Shaw (SC)

EVENTS
Need event planning advice?
• Kacie Baum (SC)

Need to schedule a room or the events center for your event?
• Truhlsen Campus Events Center – Candace Peteler (SC)
• For all other campus spaces: unmc.edu/academicaffairs/institutional/room-scheduling/index.html

Interested in getting one of your faculty members out in the community?
• Science Cafes, Nebraska Science Festival – Kacie Baum (SC)
• Speakers Bureau – Kelsey Scroggin (SC)
• KETV Channel 7 – Ask UNMC segments – Lisa Spellman (SC) & Joy Beatie (SC)

Interested in being involved in the Emerging Professionals Program?
• Kelsey Scroggin (SC)

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

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

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

SIGNAGE/GIVE-AWAYS/APPAREL
Need emblem lapel pins?
• Order on Brand Wise site or contact Strategic Communications: 402-559-4353

Need a UNMC display for a conference, event, etc?
• Free rental items available on Brand Wise site or call Strategic Communications: 402-559-4353

Need to order apparel or branded give-away items?
• Contact the UNMC Bookstore to inquire or visit their website: unmcbookstore.com
• If you need customized items, contact Amber Dib (UNMC Bookstore)

RECRUITMENT
Need recruitment materials?
• Strategic Communications offers a UNMC Points of Pride brochure, issues of Connect magazine and the Omaha Chamber’s We Don’t Coast publication
• Karen Burbach (SC)

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