# OUR MENU
Office of University Relations

## main courses

### advertising
{ print, digital, radio, TV }
- **DESIGN/COPYWRITING**
  - 10–30 days
- **OUR APPROVAL ONLY**
  - 3 days

### messaging
- **TALKING POINTS**
  - 10 days
- **HANDOUTS FOR EVENTS**
  - 10 days for OUR creation
  - 5 days for OUR approval
- **INTERNAL OR EXTERNAL CAMPAIGNS TO PROMOTE NEW INITIATIVES**
  - 30–60 days
- **REPORTS, SPECIAL PROJECTS**
  - lead time varies
  - { visit uncw.edu/our to submit request }

### printed materials
{ allow additional 2-3 weeks for print production, depending on quantity }
- **BROCHURES, BOOKLETS**
  - 10–30 days
- **POSTCARDS, RACKCARDS, POSTERS**
  - 10 days
- **REPORTS, SPECIAL PROJECTS**
  - lead time varies
- **OUR APPROVAL ONLY**
  - 5–10 days

### invitations
- **TEMPLATES**
  - uncw.edu/uncwtemplates
- **DESIGN FOR PRINT AND DIGITAL**
  - 5–10 days
- **HELP WITH MESSAGING**
  - 3–5 days
- **OUR APPROVAL ONLY**
  - 3 days

### video/photography
- **SHOOTING AN EVENT**
  - 10 days
  - { allow additional 2 weeks for post-production }
- **PROMOTIONAL VIDEOS/PHOTOGRAPHY**
  - 15 business days plus post-production
- **HEADSHOTS**
  - See schedule at { uncw.edu/ur/photography }
  - Cost recovery fee may be applicable.

### internal/external promotion
- **MEDIA QUESTIONS**
  - Email our@uncw.edu
- **SWOOP**
  - { faculty/staff newsletter }
  - Submit via uncw.edu/swoop by noon on Friday
- **INTERNAL OR EXTERNAL CAMPAIGNS TO PROMOTE NEW INITIATIVES**
  - 30–60 days

### web/digital communications
- **SUPPORT WEBSITE CREATION**
  - 30–90 days
- **WEBSITE DESIGN REFRESSES**
  - 30–60 days
- **HTML EMAILS OR NEWSLETTERS**
  - 30 days
- **SOCIAL MEDIA SUPPORT**
  - Email our@uncw.edu

### sides
- **STRATEGY/BRAINSTORMING SUPPORT**
  - 10–15 days
- **T-SHIRTS**
  - 30 days
  - { allow additional time for vendor production }

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★ If you'd prefer to create your own content, based on the guidelines and standards featured in BIG { uncw.edu/big }, simply email your proof/draft to our@uncw.edu with the subject line FOR APPROVAL ONLY. Allow 3 days for review.

Lead times are based on business days and may change based on timing and volume of requests.

Please visit uncw.edu/our for latest guidelines.

January 2022
OUR TEAM IS YOUR TEAM.

UNIVERSITY RELATIONS { OUR }

CREATIVE SERVICES
This unit is responsible for the concept, design and execution of marketing/promotional collateral for internal and external audiences, including design, graphics, specialized website graphics and brand identity. This includes the creation or approval of materials that market the university to a mass audience, including conferences on campus or co-sponsored with community organizations, advertising and promotional posters.

COMMUNICATIONS
This unit is responsible for internal and external communications including SWOOP, emergency communications, website news and messaging, event and new initiative promotion, media relations, UNCW Magazine, advertising messages and brand management. This unit also supports content development and/or editorial review of print and digital collateral for other campus divisions.

MEDIA PRODUCTION
This unit highlights the academic and institutional achievements of the university via video production, still photography and multimedia campaigns. Projects are prioritized based on overarching university goals and include promotional videos, on-campus digital messaging, the broadcasting of events like commencement and other vehicles as applicable. This unit is also responsible for headshots; visit uncw.edu/our/photography to schedule.

WEB COMMUNICATIONS
This unit is responsible for general oversight and organization of content for the university website, and for maintaining standards of style and compliance throughout its pages. The web team also manages the university’s social media channels and coordinates with campus social media and web content contributors to support effective development of content and messaging.

Consult BIG for guidelines on branding standards and ways to connect with the Office of University Relations. www.uncw.edu/big

ready to get started?
www.uncw.edu/our and click our@uncw.edu • 910.962.2092

OUR (the Office of University Relations) serves as UNCW’s hub for internal/external communications and marketing. OUR is committed to enhancing UNCW’s brand awareness through engaging messaging, dynamic print and digital collateral, and vibrant video production and photography. OUR collaborates with faculty, staff, students, the community and the media to promote key university initiatives, research and achievements.