

FRESH IDEAS  
DELIVERED DAILY!

www.uncw.edu/our

# 2021 OUR MENU

OFFICE of UNIVERSITY RELATIONS

## main courses

### advertising

{ print, digital, radio, TV }

#### DESIGN/COPYWRITING

10–30 days

#### OUR APPROVAL ONLY\*

3 days

### 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

### 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](http://uncw.edu/our) to submit request }

### newsletters

#### DESIGN FOR PRINT AND DIGITAL

30 days

#### CONTENT REVIEW

10 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](http://uncw.edu/ur/photography) }

\* Cost recovery fee may be applicable.

### internal/external promotion

#### MEDIA QUESTIONS

Email [our@uncw.edu](mailto:our@uncw.edu)

#### SWOOP { faculty/staff newsletter }

Submit via [uncw.edu/swoop](http://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 REFRESHES

30–60 days

#### HTML EMAILS OR NEWSLETTERS

30 days

#### SOCIAL MEDIA SUPPORT

Email [our@uncw.edu](mailto:our@uncw.edu)

## sides

#### STRATEGY/BRAINSTORMING SUPPORT

10–15 days

#### T-SHIRTS

30 days

{ allow additional time for vendor production }

\* If you'd prefer to create your own content, based on the guidelines and standards featured in BIG { [uncw.edu/big](http://uncw.edu/big) }, simply email your proof/draft to [our@uncw.edu](mailto: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](http://uncw.edu/our) for latest guidelines.

September, 2020

# OUR TEAM IS YOUR TEAM.



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.

## CREATIVE SERVICES

This unit is responsible for the concept, design and execution of marketing/promotional collateral for internal and external audiences, including design, illustrations/graphics, specialized website design 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 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](http://uncw.edu/our/photography) for 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.



ready to get started?  
[www.uncw.edu/our](http://www.uncw.edu/our) and click  
[our@uncw.edu](mailto:our@uncw.edu) • 910.962.2092

Consult BIG for guidelines on branding standards and ways to connect with the Office of University Relations.  
[www.uncw.edu/big](http://www.uncw.edu/big)



Need OUR Help?