



# University Relations and Communications

## University of Wisconsin-Stevens Point

University Relations and Communications provides strategic leadership in telling the UW-Stevens Point story to a variety of external and internal audiences.

The university's media relations, publications, university events planning, institutional marketing and photography are all handled by University Relations and Communications (URC). Printing and Design is also a unit of URC.

Faculty and staff expertise is often sought by local, regional and national news media. URC coordinates these opportunities and builds relationships with UW-Stevens Point sources.

URC works closely with the Admissions Office to develop the university's student recruitment communications.

URC provides direct assistance to the Chancellor's Office, and other units across the campus, in the planning and execution of events, ranging from an array of receptions to UW-Stevens Point's commencement ceremonies.

URC also oversees any communication intended for external audiences and monitors compliance with UW-Stevens Point's visual identity standards.

The thread connecting all of the work of University Relations and Communications is the stories that occur daily on our campus. Stories of faculty and student accomplishments and discoveries. Stories of global citizenship. Stories of community relations and volunteering. Stories of alumni success. Stories of service to the underserved. Stories of the advancement of the economies of our region and state. Faculty and staff members with stories to be told should contact University Relations and Communications.

### Communication Guide

[www.uwsp.edu/urc](http://www.uwsp.edu/urc)



We assist with the important adherence to the guidelines within this manual, which was created to maintain a consistent identity for UW-Stevens Point websites, publications, social media and other materials. Please bookmark this website for quick reference.

### Photography services

Doug Moore and Tom Charlesworth offer original photography for UW-Stevens Point promotion and development, highlighting the accomplishments of students, faculty and staff; passport and visa photos for UW-Stevens Point's semester abroad participants and other university clientele as needed; and portraits, group photos, photo scanning, image editing, publication photos, photo consultation, presentations and research documentation.

## Publications, logos and licensing

Meas Vang and Lauren Priest design and/or assist with production of off-campus and internal print publications. Meas is the contact person for licensing issues regarding use of UW-Stevens Point logos, graphics and mascots.

## Printing

Printing and Design offers large or small volume black or full color copying and printing, bindery services including perfect bound books, letterhead, letterhead templates, envelopes and business cards, a wide variety of booklets, brochures, forms, business and greeting cards, 2.25" promotional buttons, stickers, posters, flyers, newsletters, consecutively numbered raffle tickets, course packs/manuals and class materials. Files are acceptable from both Macintosh and Windows platforms, but PDF files are preferable. See [www.uwsp.edu/printdesign](http://www.uwsp.edu/printdesign).

The following list identifies the University Relations and Communications staff and their focus areas, and contact information for each member.

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