

What have you heard about UConn lately?

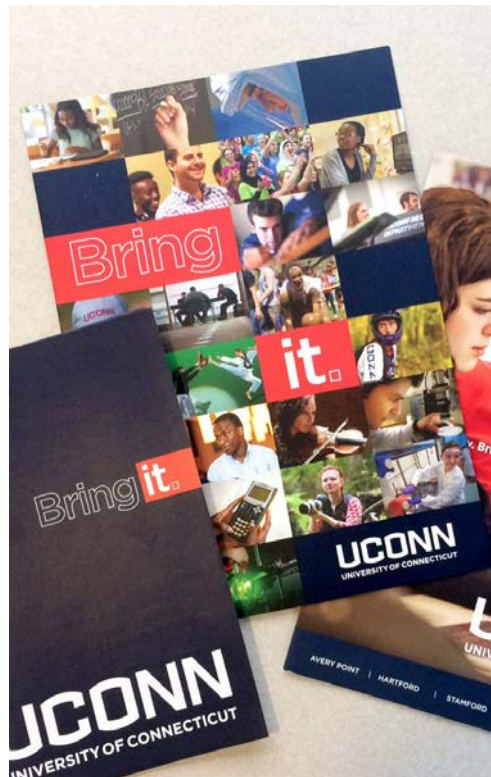
Groundbreaking research. Top-tier students. Championship athletics teams. Unprecedented investment in state-of-the-art facilities. A top 25 ranking among public universities in the nation.

University Communications serves as UConn's marketing and public relations entity, responsible for telling the UConn story. Our people work in concert to illuminate the achievements of the University of Connecticut and UConn Health using a variety of channels, aiming to protect and promote the institutional brand.

Strategic Marketing Communications

Strategic marketing is a primary function of University Communications. We serve as UConn's brand experts, creating materials and websites that promote the institutional brand through standout design and stellar copy. We ensure that all pieces that come through our office are consistent both in look and messaging, shaping UConn's look, tone, and voice.

The marketing team maintains uconn.edu and brand.uconn.edu, develops the undergraduate recruitment materials and admissions website, produces the *UConn Magazine* and *UConn Health Journal*, and captures UConn life through photographs that reflect UConn's vibrancy and quality in every sense.



Undergraduate recruitment materials



Institutional brand awareness



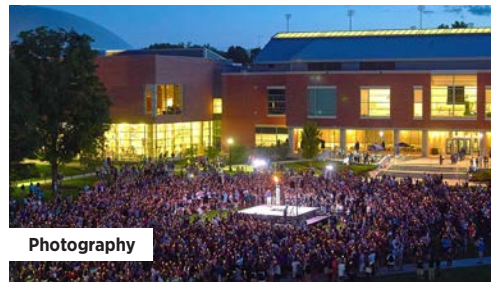
Targeted ad campaigns



UConn Magazine



UConn Nation campaign bus wraps



Photography



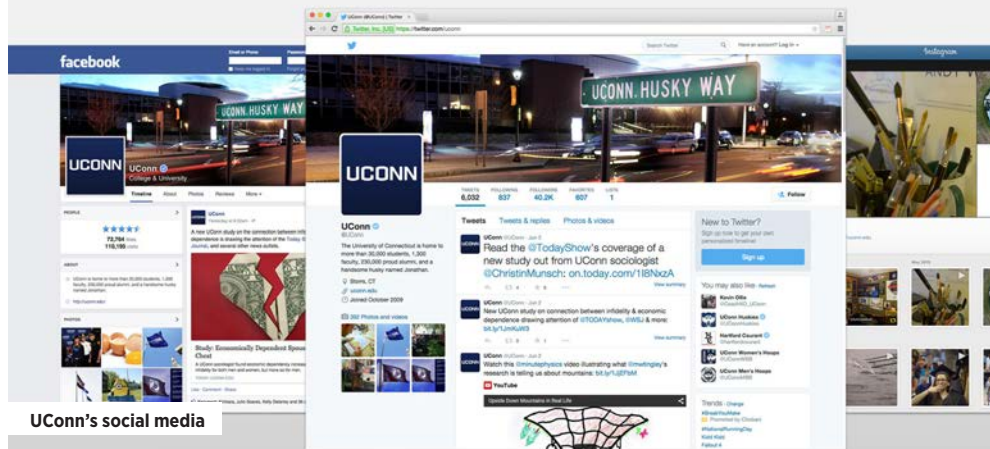
uconn.edu



News and Editorial Communications

Our news and editorial team is the external communications hub for the University, working with the media to elevate UConn's national reputation. We develop written and multimedia content that primarily appears on UConn's news website. Further, our office holds primary responsibility for external media relations and story pitching, emergency communications management, and organizing news events and press conferences.

The news team maintains UConn Today, the University's news site; handles UConn's social media; produces award-winning videos; and provides media training to others at the University.



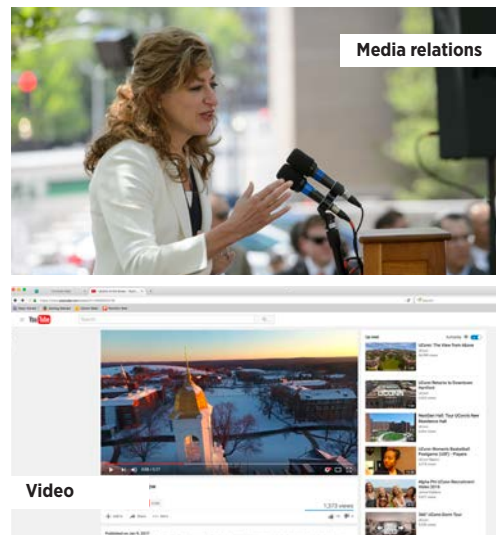
UConn's social media



UConn Today



On-campus broadcast studio



Media relations

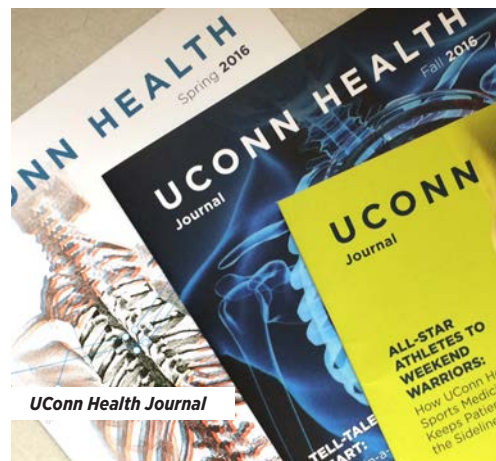
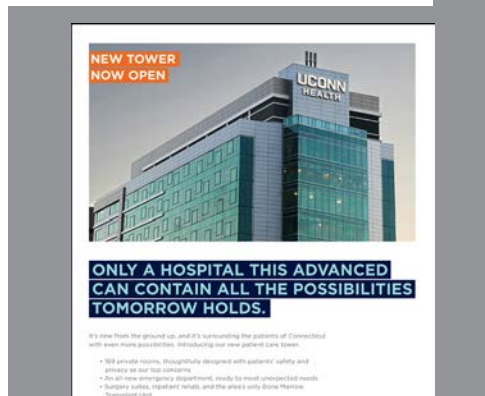
Video

UConn Health Marketing Communications

University Communications supports the goals of UConn Health through a multitude of channels. We work to champion the institutional brand and reputation, promote the research efforts of UConn Health scientists, and interact with clinical entities to advertise new doctors and new offices to attract new patients.

The communications team works with media to advance awareness of cutting-edge medical research and discovery. Our offices collaborate to produce *UConn Health Journal*, a publication with stories of significance for medical professionals and patients.

UConn Health's Welcome to Possible Campaign



UConn Health Journal

Visit our website for helpful resources:

- Brand Standards
- Fact Sheets
- Media Contacts
- Media Share (UConn's photo library)
- Media Training
- On-Campus Broadcast Studio
- Writing Style Guide

Press & FOI

Our spokespeople work with news media and hold primary responsibility to speak on behalf of UConn. Our office responds to daily queries for copies of documents, statements, and other information of public interest under the Freedom of Information (FOI) Act. Please contact:

Stephanie Reitz - University Spokesperson
860.486.0871 | stephanie.reitz@uconn.edu

Tom Breen - Deputy Spokesperson
860.486.0890 | tom.breen@uconn.edu

Lauren Woods - Health Information Officer
860.679.2139 | lauren.woods@uconn.edu

Paul McCarthy - Senior Attorney for FOI
860.486.4430 | paul.mccarthy@uconn.edu

Get In Touch

860.486.3530

communications.uconn.edu

34 North Eagleville Road
Storrs, CT 06269