

**UNO COMMUNICATORS TOOLKIT****CHANCELLOR APPEARANCE CHECKLIST**

The Office of Strategic Marketing and Communications (MarComm) has created this Chancellor Appearance Guide outlining the formal process for requesting, planning, and publicizing events where the chancellor's presence is requested.

OVERVIEW

1. [Request for Appearance](#)
2. [Prepare Chancellor Remarks](#)
3. [Create Event Graphics](#)
4. [Add Event to University Calendar](#)
5. [Promote the Event](#)

Please note: some of the tasks happen simultaneously; therefore, this list is not necessarily in step-by-step order or all inclusive, but it is an overview of tasks to be sure to check on.

1. REQUEST FOR APPEARANCE

If you would like to have the chancellor speak or attend your event, it's important to begin the planning two to three months in advance to accommodate the chancellor's schedule and follow this process.

Request for Appearance Form

To formally request the chancellor's presence at your event, you must complete and submit the "Request for Appearance" form through the chancellor's [website](#).

1. Think through and provide direction on the following:
 - a. Name and purpose of the event
 - b. Unit sponsoring the event
 - c. Time, date, and location of the event
 - d. Desired topic for the chancellor's remarks
 - e. Description of the audience
 - f. Provide any other key speakers or participants
2. The chancellor's staff will review and vet your request. If the request is approved, you will receive a notification.

2. PREPARE CHANCELLOR REMARKS

In the request form, give as much information as you can about the event and/or speaking engagement and the topic for the Chancellor's remarks to give us the best chance to meet your needs if your request is approved.

Talking Points

Talking points will be written for the chancellor in advance to ensure desired topics and messages are being addressed.

1. Talking points are assigned to the chancellor's staff.
2. Talking points are drafted and reviewed by MarComm's editorial team.
3. The final draft is shared with the chancellor's office staff for approval.

3. CREATE EVENT GRAPHICS

Before you can promote your event, you'll want to create graphics based around the theme you've selected.

Anyone creating UNO branded materials should be familiar with the [UNO Brand Guide](#) to ensure all guidelines are being met.

Marq Templates

MarComm provides campus partners access to [Marq online design templates](#) to create UNO-branded communications materials. UNO logos, colors, fonts and other assets are pre-loaded.

Anyone creating UNO branded materials should be familiar with the [UNO Brand Guide](#) to ensure all guidelines are being met.

1. Choose from a variety of ready-made, UNO-branded templates from posters to digital signs to social media graphics and more, to meet whatever communications need you may have.
2. [UNO-branded](#) means all official logos, fonts, colors, and disclaimer statements are already included to ensure your items are properly in brand from start to finish. You also have the flexibility to add your own typesettings and photos or illustrations to customize for your specific needs.
3. Each item you create can be exported to fit your needs:
 - a. Save a PNG or JPEG to use on digital formats such as the UNO website, the Maverick Daily/Bullseye newsletter, or social media.
 - b. Save a PDF to use on printed items such as posters, fliers, etc... and send to [authorized printers](#) for final production.
 - c. Use this guide for making Marq [screen reader accessible](#) PDFs for the visually impaired.

Marq Access

Each campus unit has a designated Marq account license that can be accessed through a general email address and password. You cannot log in to Marq with a personalized email address.

1. Please contact your college communicator or department lead to request access to your unit's shared account.
2. If you're unsure about who your Marq account lead is, please contact MarComm at marcomm@unomaha.edu.

Marq Training Resources

Marq is extremely easy to use and very intuitive. Many have compared it to using PowerPoint, but if you have any questions along the way these resources can help.

1. This [Quick Start Guide](#) that is a great reference to help you navigate the UNO Marq website and familiarize yourself with the menus and tools.
2. For a little more in-depth training and specific questions, Marq offers a number of [tutorials](#) and free [video user courses](#), as well as a robust Help Center.
3. For general questions about Marq, visit the [Marq FAQ page](#).

Disclaimer Statement for Event Materials

Disclaimer statements are required on all communications pieces for the university to be in compliance with Title IX and accessibility standards. Disclaimer statements should be displayed at the bottom or on the back of printed event pieces and should be no smaller than 6-point type.

The following disclaimer statement must be included on all marketing/communications pieces:

The University of Nebraska does not discriminate based on race, color, ethnicity, national origin, sex, pregnancy, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, marital status, and/or political affiliation in its education programs or activities, including admissions and employment. The University prohibits any form of retaliation being taken against anyone for reporting discrimination, harassment, or retaliation for otherwise engaging in protected activity.

The ADA statement should be added after the disclaimer when your audience may need to contact UNO for ADA concerns and/or accommodations, (generally for marketing/communications pieces received prior to an event)

UNO is an AA/EEO/ADA institution. For Title IX concerns, please contact the Title IX Coordinator (phone: 402.554.2120). For ADA/504 accommodations or assistance, please call/contact the ADA/504 Coordinator (phone 402.554.2463) or the Accessibility Services Center (phone: 402.554.2872).

Finally, the photography statement should be added at the end if there is a chance your audience could be photographed during a UNO event (generally for marketing/communications pieces either received prior to, or the day of an event)

The University of Nebraska at Omaha will be taking pictures at this event for use in advertising and other promotional materials, whether in print, electronic, or other media.

NOTE: the final combination of statements you use will be displayed as a single paragraph of legal copy at the end of your design.

4. ADD EVENT TO UNIVERSITY CALENDAR

No matter how you plan to promote your event or who you would like to attend, your first step is to publish to Localist, the university's event calendar tool.

Localist

Events posted to Localist can be seen at events.unomaha.edu and on the [UNO website homepage](#).

1. For assistance publishing your event to Localist:
 - a. Contact the campus communicator for your department or college.
[Find your campus communicator](#)

- b. Contact MarComm for assistance in publishing.
- c. Contact MarComm for Localist access and training to publish yourself.

5. PROMOTE THE EVENT

You have planned your event and created your graphic using the UNO branded templates, now it is time to promote the event to campus for maximum participation.

Promoting to the Campus Audience

UNO's Office of Strategic Marketing and Communications manages a number of campuswide platforms used to share campus news and event information. These include:

- [Maverick Daily](#) newsletters are sent daily to all UNO faculty and staff.
- [Bullseye](#) newsletters are sent weekly on Sunday evenings to all UNO students.

Guidelines for Maverick Daily and Bullseye Submissions

1. All event submissions must be reviewed and approved for promotion in campus newsletters.
2. All items approved for campus newsletters will automatically be considered for promotion across all of the university's official communication channels, including social media.
3. Depending on universitywide impact of event, multiple social media posts and/or newsletter runs may be scheduled.
4. On- or off-campus events not related to UNO will not be promoted in campus newsletters.

How to Submit Your Event for Campus Promotion

After publishing to Localist, submit your event for newsletter consideration by visiting MarComm's [Start Your Project page](#) and using the "Maverick Daily, Bullseye, and Localist Submissions" link.

1. Submit information at least two weeks in advance of the first desired publication date.
2. **Written Article:**
 - a. Include a paragraph about the event or announcement (250 words or less). Do not send a flier or document with information.
 - b. All submissions will be edited for writing style, accuracy, clarity, and brevity. See the [university's writing style guide](#) for more information. You will be contacted via email if MarComm has any questions about your submission.
3. **Photo or Event Graphic:**
 - a. Include two versions of your event graphic: 1200x800 pixels and 800x800 pixels.
 - b. A new photo (or photos) may also be selected for inclusion in the article or event representing your submission.

Promoting to a Public Audience

UNO's Office of Strategic Marketing and Communications manages a number of public facing platforms used to share campus news and event information. These include:

- UNO [social media](#) accounts on Facebook, Twitter, YouTube, LinkedIn, and Instagram (@unomaha)
- Chancellor's official Twitter (@UNO_Chancellor)

MarComm's Editorial and Media Relations team regularly engages with media to share UNO news and announcements, promote faculty expertise, and elevate the perception of the university.

Guidelines for public promotion

- MarComm determines which stories are distributed to media.
 - a. If a story is lacking in newsworthiness on its own, there may be opportunities to expand the scope of the story to be attached to something more newsworthy.
 - b. On- or off-campus events not related to UNO will not be promoted.
- Depending on university-wide impact of the story, multiple media advisories or pitches to individual reporters may be scheduled.
- [Stories that hold the highest news value](#), have the highest positive potential for the university, and elevate the university as a whole will be prioritized over stories that elevate only a specific college, department, or individual.

How to Submit Your Event for Public Promotion

Submit your story for media consideration by visiting MarComm's [Start Your Project page](#) and using the "Start Here to Submit Project Request" link. Please note that media coverage is never guaranteed regardless of the event. As stated above, MarComm determines which events are distributed to media.

1. Submit information at least two weeks in advance of the first desired publication date
2. **Written Media Advisory:**
 - a. Include a paragraph about the event or announcement (250 words or less). Do not send a flier or document with information.
 - b. Writing support is available if needed, but please allow one additional week of turnaround time if this is the case.
 - c. All submissions will be edited for writing style, accuracy, clarity, and brevity. See

the [university's writing style guide](#) for more information. You will be contacted via email if MarComm has any questions about your submission.

- d. Include one or two points of contact for media, including their name, title, email, and cell phone number. MarComm will recommend media speak with these individuals at the event.

3. Photo or Event Graphic:

- a. Include a photo or graphic for your event, if possible. 1200x800 images are preferred.
- b. A new photo (or photos) may also be selected for inclusion in the article or event representing your submission.





4. Media Coverage at Event:

- a. A MarComm media relations representative may or may not be in attendance at your event. If present, they can help direct media where they need to be or get them connected with the chosen contacts for interviews.
- b. Media are generally encouraged to RSVP before attending events; however, we cannot guarantee that media will let us know that they plan to attend prior to their arrival.
- c. Media training is available through MarComm to prepare for potential interviews by contacting unonews@unomaha.edu.



OFFICE OF STRATEGIC MARKETING
AND COMMUNICATIONS

Connect with MarComm

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