

## Marketing & Communications – *Help Us Help You*

### Team Members

- **Director** – Audrey Hambright
- **Marketing & Communications:** Joe Montgomery
- **Video:** Kent Nelson, Scott Morrill and Kelsey Grimm
- **Alumni Biography Project:** Sharon Greene
- **Assistant Website Editor:** Wendy Barnes

### SERVICES

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### Branding

For elements surrounding branding for the university including fonts, colors and logo usage, please see [K-State's brand guide](#). The College of Veterinary Medicine utilizes two main logos – the wordmark and CVM seal.

### News Releases and Media Coordination

- News Releases
- K-State Today announcements
- Media interviews – TV, radio and print

Did your students receive a major scholarship? Did your center secure a grant? Were you published? Did your unit add a new service or develop a new test? These are just a few of the many things we like to promote in the news for the K-State College of Veterinary Medicine.

Our team works with the Division of Communications & Marketing (DCM) on main campus to distribute news and schedule interviews with the media. If you are contacted by the media for an interview or comment, please contact [marketing@vet.k-state.edu](mailto:marketing@vet.k-state.edu).

### Video Production

Our in-house video team can provide a variety of video-based services including:

- Instructional and educational
- Commercial production – see [Advertising](#)
- Livestream events – advance notice of **3 weeks is required**
- For seminar recordings, please contact Gina Scott, [scott@vet.k-state.edu](mailto:scott@vet.k-state.edu)
- For inquiries regarding the Alumni Biography Project, please contact Sharon Greene, [sharong@vet.k-state.edu](mailto:sharong@vet.k-state.edu)

### Publications

- Lifelines – monthly CVM newsletter. Submit story ideas to [jmontgom@vet.k-state.edu](mailto:jmontgom@vet.k-state.edu)
- Diagnostic Insights – VDL bi-monthly newsletter. Submit ideas to [vdnoutreach@vet.k-state.edu](mailto:vdnoutreach@vet.k-state.edu)
- One Health Newsletter – published once yearly. Submit ideas to Ellyn Mulcahy, [emulcahy@vet.k-state.edu](mailto:emulcahy@vet.k-state.edu)
- Wildcat Veterinarian – combined publication of the CVM and VHC. Published once yearly. Submit ideas to [marketing@vet.k-state.edu](mailto:marketing@vet.k-state.edu)
- Special publications upon request

### **Social Media – CVM, VHC or VDL**

CVM – [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#) and [YouTube](#)

VHC – [Facebook](#)

VDL – [Facebook](#), [Twitter](#) and [YouTube](#)

All content from the CVM campus is encouraged to be shared through the channels above. Content submitted is subject to review and approval.

### **Digital Signs**

Submit to [dsupdate@vet.k-state.edu](mailto:dsupdate@vet.k-state.edu)

Tips for Submitting to Digital Sign Updates:

- Provide a start and end date for the digital sign to run in your email
- PDF, JPEG, PNG, DOC files are accepted
- File should be in landscape (horizontal) layout to maximize space available
- For creative assistance, please contact [marketing@vet.k-state.edu](mailto:marketing@vet.k-state.edu)
- [Canva](#) is a great, free online tool for designing digital signs. DCM has not discouraged units from using Canva as long as the elements closely resemble [K-State's brand guide](#).

### **Website – CVM, VHC or VDL**

Submit edits to [webupdate@vet.k-state.edu](mailto:webupdate@vet.k-state.edu)

Tips for Submitting Website Updates:

- Provide the link to the specific page(s) that require edits in your email request
- Convert any documents into a PDF that are to be directly linked on the website prior to submitting to webupdate
- For web pages with several updates to the text, please copy the text from the page into a word document and use track changes to help identify edits. This will shorten the turnaround time.
- Content submitted is subject to review and approval.

### **Advertising (TV, Print, Digital, Radio and Social)**

If advertising has been approved through your respective unit or program, please contact [marketing@vet.k-state.edu](mailto:marketing@vet.k-state.edu) and copy your department head or program director on the request.

- 30 Days' notice is required for new projects
- If content creation is required (photo shoots, graphic design) please allow up to 90 days prior to the ad deadline
- A brainstorm and/or kick-off session is recommended with members of our team
- Radio audio can be recorded at CVM or at the studio on-site

### **Promotional Materials**

Brochures, flyers, stand-up banners, vinyl banners, guide books, stickers, digital signs, etc.

Our team most commonly works with CVM Print Graphics (in-house) or University Printing on main campus. Contact [marketing@vet.k-state.edu](mailto:marketing@vet.k-state.edu).

### **Graphic Design**

Our team can provide select graphic design services in-house or we can work with division of communications and marketing. We can also help determine an external vendor if needed. Contact [marketing@vet.k-state.edu](mailto:marketing@vet.k-state.edu).

### **Photography**

Our team can provide limited photo services in-house or we can work with main campus photographers. We can also help determine an external vendor if needed. Contact [marketing@vet.k-state.edu](mailto:marketing@vet.k-state.edu).

### **Email Marketing**

The Veterinary Diagnostic Laboratory and Veterinary Health Center have email lists for service marketing and updates.

- Lists not available for purchase
- Content subject to review and approval

### **Survey Management**

Our team can help create and facilitate external or internal-based surveys using K-State's Qualtrics tool.

### **Other services you might be interested in:**

Print Graphics: [PrintGraphics@vet.k-state.edu](mailto:PrintGraphics@vet.k-state.edu)

Alumni & Events: [Alumni@vet.k-state.edu](mailto:Alumni@vet.k-state.edu)