



University
of Windsor

The Office of Public Affairs and Communications (PAC)

Welcomes You to the University of Windsor!

What we do: PAC is the University of Windsor's central resource for strategic communications, marketing and advertising, graphic design, website content and design, media and public relations, social media, and audio/video production. We also maintain the University's main webpage and social media accounts, we issue news releases and we produce DailyNews, a daily newsletter of research stories, personal interest stories, and campus events, delivered to your inbox each morning.

Who we are: We are a team of writers, editors, graphic designers, communication strategists, photographers, audio technicians, videographers, and media experts. We use our knowledge and know-how to spread the word about the institution, including research, news, events, and issues.

Our Services

Communications Planning: We help to devise strategies, campaigns and plans that include messaging, tactics, tools and evaluation metrics to accomplish your communication goals.

Graphic Design: Our services include web banners, templates, signage, print materials, posters, and social media graphics.

Public Relations Services: We provide media relations expertise by preparing news releases, media briefings, facilitating media interviews and offering media training. We work to enhance the University's reputation as well as your reputation as an expert in your area of study.

For a service request go to:
uwindsor.ca/publicaffairs



| Our Services Continued...

Multimedia Services and Production: We offer a wide range of professional multimedia services working closely with internal clients to showcase and highlight the important work of students, departments, faculties and the whole of the University of Windsor.

The team provides professional in-person and/or virtual audio visual support and production, including set up and operations, live-streaming, recording and posting to the web or other. The team also works with internal stakeholders to provide photography and videography services such as the creation of promotional videos, digital effects and animation, audio recordings and promotional digital photography.

Social Media: We can share your news on the institution's social media channels and provide guidance on social media strategies including paid and organic reach.

| The Conversation

Academics around the globe submit articles to this online publication. As a member institution, UWindsor academics get recruited to write articles on specific topics. Articles in The Conversation are free for media to reprint with appropriate attribution. The Conversation is a good vehicle to give our academics global exposure.

To learn more or sign up to be an author, go to theconversation.ca.

| How to Reach Us



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