

# Marketing and Communications Unit

**We help you showcase your work using innovative strategies that resonate with target audiences and stakeholders.**

For over 30 years, we've partnered with education, outreach, and research professionals across Wisconsin and beyond to develop materials that educate audiences and showcase programs.

We specialize in agriculture, natural resources, and environmental communications, integrating traditional publications and media with new technologies to help our clients meet their education, outreach, and marketing goals.

As a fee-for-service business unit housed with the Extension Natural Resources Institute, we help you showcase your projects and research using innovative marketing and communications strategies that resonate with target audiences and stakeholders. From editorial assistance and graphic design to brand strategy and marketing, our team can help you tell your story and communicate the value and impact of your work.



**Natural Resources Institute**  
DIVISION OF EXTENSION  
UNIVERSITY OF WISCONSIN-MADISON

## Our Expertise

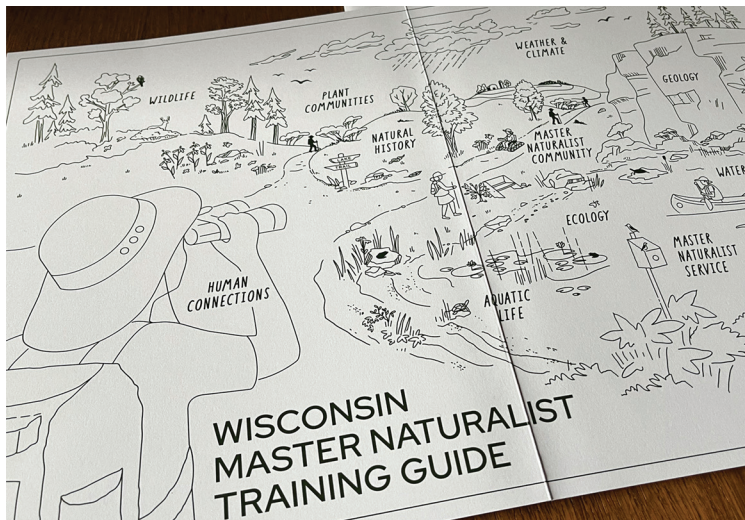
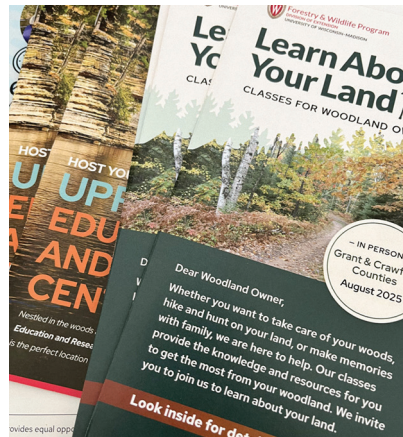
Our talented team of graphic designers, illustrators, editors, and web developers help you tell your story and communicate the value and impact of your work. We can partner with you to create compelling communications products, including the following:

- accessibility review
- booklets
- brochures
- case studies
- charts and infographics
- evaluation summaries
- factsheets
- interpretive kiosks
- progress reports
- research briefs
- tradeshow booths
- trail signs
- websites
- and more!



# Examples of Our Work

We ensure you not only reach, but engage your target audience by giving you the tools to create a variety of communications with a cohesive message.



## Let's Connect

Whether you need help with a one-off design request or are looking for a strategic communications partner from start to finish, we can help. Set up a consultation with our Marketing and Communications Unit Lead **Anne Nardi** at [anne.nardi@wisc.edu](mailto:anne.nardi@wisc.edu).

We are frequently written into grants as partners and can accommodate a variety of funding strategies. As a unit of UW-Madison Extension, we offer an internal hourly rate for collaborations with other University of Wisconsin units, alongside competitive rates for external clients.

Learn more at [naturalresources.extension.wisc.edu/marketing-communications](https://naturalresources.extension.wisc.edu/marketing-communications).



**Natural Resources Institute**  
DIVISION OF EXTENSION  
UNIVERSITY OF WISCONSIN-MADISON

The University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming in compliance with state and federal law. You may request these materials in an alternative language or format, or other services to make this document more accessible, by contacting [nri@extension.wisc.edu](mailto:nri@extension.wisc.edu). There's no added cost to you for these services.