



## Guide to the University of Nevada, Las Vegas Office of University Marketing and Communications Records

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This finding aid was created by UNLV Special Collections and Archives staff. This copy was published on March 29, 2022. Please contact [special.collections@unlv.edu](mailto:special.collections@unlv.edu) for questions regarding this collection.

Persistent URL for this finding aid: <http://n2t.net/ark:/62930/f1tq0s>

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**University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.**

Box 457010

4505 S. Maryland Parkway

Las Vegas, Nevada 89154-7010

[special.collections@unlv.edu](mailto:special.collections@unlv.edu)

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## Summary Information

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<b>Repository:</b>	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
<b>Creator:</b>	University of Nevada, Las Vegas. Division of Integrated Marketing & Branding
<b>Title:</b>	University of Nevada, Las Vegas Office of University Marketing and Communications Records
<b>ID:</b>	UA-00038
<b>Date [inclusive]:</b>	1969 to 2007
<b>Physical Description:</b>	11.98 Cubic Feet (25 boxes)
<b>Physical Description:</b>	10.72 Linear Feet
<b>Language of the Material:</b>	English
<b>Abstract:</b>	The University of Nevada, Las Vegas Office of University Marketing and Communications Records (1969-2007) is comprised of budgets and promotional materials developed by the university's marketing and communications department. The collection includes information about developing strategies for growing the University of Nevada, Las Vegas (UNLV) campus and student body, invoices and purchase orders, contract bids, campus photographs, and advertising workbooks. The collection also contains press releases from 1969 to 1989.

### Preferred Citation

University of Nevada, Las Vegas Office of University Marketing and Communications Records, 1969-2007. UA-00038. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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## Historical Background

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The Office of Marketing and Public Relations was an earlier branch of the University of Nevada, Las Vegas (UNLV) Division of Integrated Marketing & Branding. Later renamed as the Office of University Marketing and Communications, this office manages, promotes, and strengthens the UNLV name both locally and nationally. The office is also responsible for the marketing

and supervision of the UNLV brand identity so that it remains consistent and appropriate to the mission of the University. The University Marketing & Communications has four subunits: Creative Services, Editorial, Social Media, and Web & Digital Strategy.

Source:

"Who We Are." About Division of Integrated Marketing & Branding. University of Nevada, Las Vegas. Accessed June 03, 2019. <https://www.unlv.edu/integratedmarketing/about>.

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## Scope and Contents Note

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The University of Nevada, Las Vegas Office of University Marketing and Communications Records (1969-2007) is comprised of budgets and promotional materials developed by the university's marketing and communications department. The collection includes information about developing strategies for growing the University of Nevada, Las Vegas (UNLV) campus and student body, invoices and purchase orders, contract bids, campus photographs, and advertising workbooks. The collection also contains press releases from 1969 to 1989.

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## Arrangement

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Materials remain in original order.

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## Administrative Information

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### Access Note

Collection is open for research.

### Publication Rights

Materials in this collection may be protected by copyrights and other rights. See [Reproductions and Use](#) on the UNLV Special Collections and Archives website for more information about reproductions and permissions to publish.

## Acquisition Note

Materials were transferred to the University Archives by the Office of University Marketing and Communications; accession number is 2017-089.

## Processing Note

In 2019, as part of an archival backlog elimination project, Neil Dodge and Sarah Jones rehoused and arranged the materials, wrote the finding aid, and entered the data into ArchivesSpace.

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## Names and Subjects

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- Promotional materials
- photographs
- Correspondence
- Press releases
- University of Nevada, Las Vegas -- History

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## Collection Inventory

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Title/Description	Containers
Local and national advertising invoices, purchase orders, and samples, 1985-1993	box 01
Advertising budget, contract bids, campus photographs, 1980-2007	box 02
UNLV Viewbooks, advertising broadsides, campus community research studies, 1988-2002	box 03
Advertising workbooks and University development plan, 1983-2003	box 04
UNLV official press releases, 1969 to 1989	box 05
	box 06
	box 07
	box 08
	box 09
	box 10
	box 11
"News Clips" selection of clippings prepared by UNLV News & Public Information (later Public Affairs), 1989 to 2005	box 12

box 13

box 14

box 15

box 16

box 17

box 18

box 19

box 20

box 21

box 22

box 23

box 24

box 25