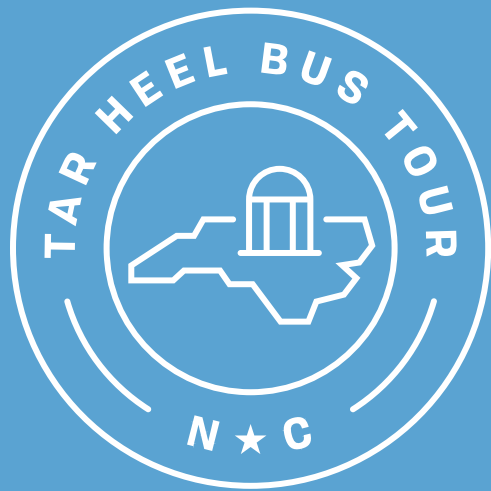


CASE District III - Special Events



ENTRY TITLE

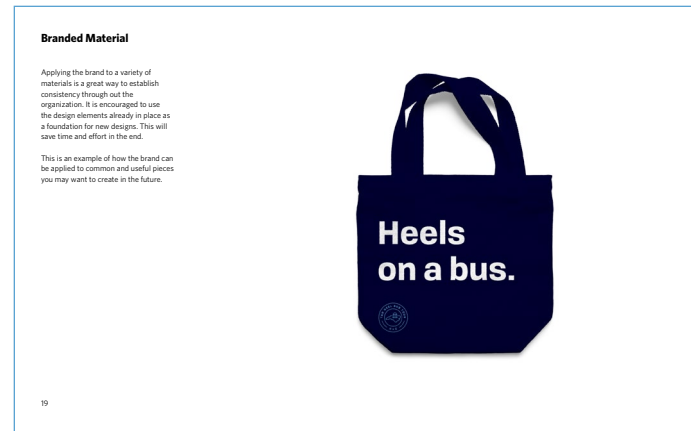
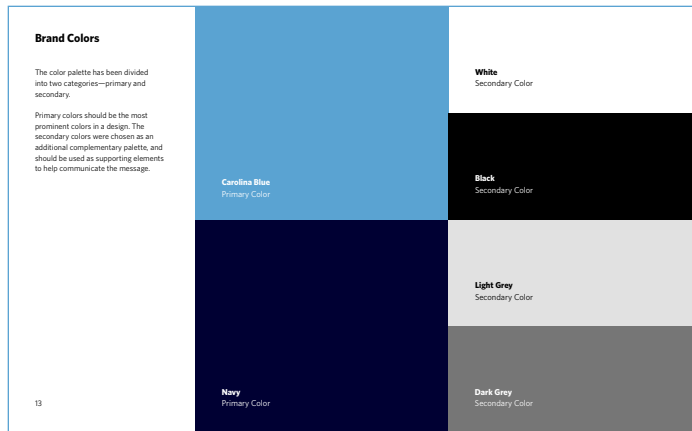
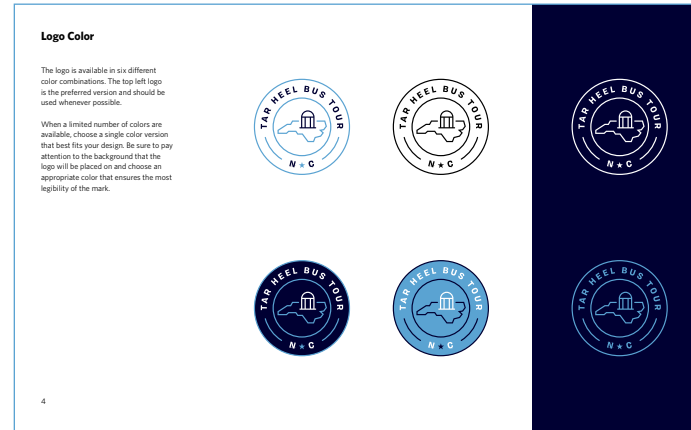
Tar Heel Bus Tour



THE UNIVERSITY
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at CHAPEL HILL

TAR HEEL BUS TOUR

Execution





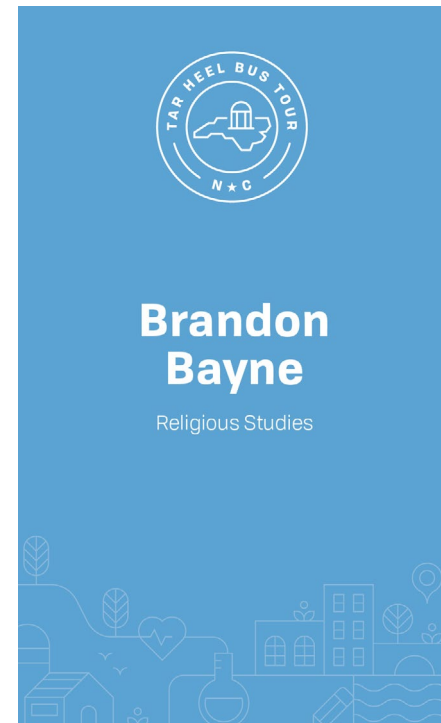
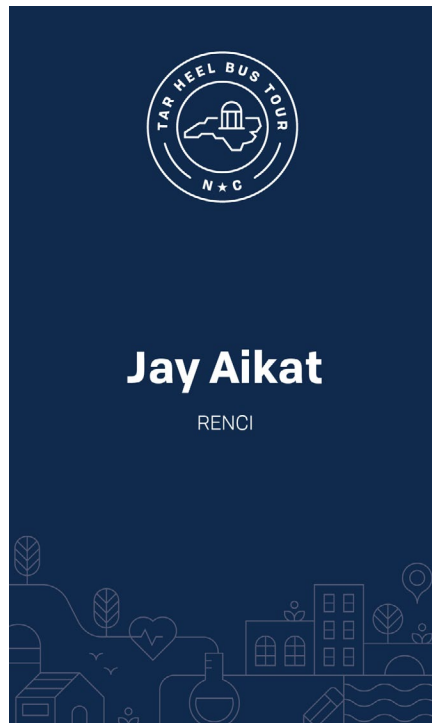
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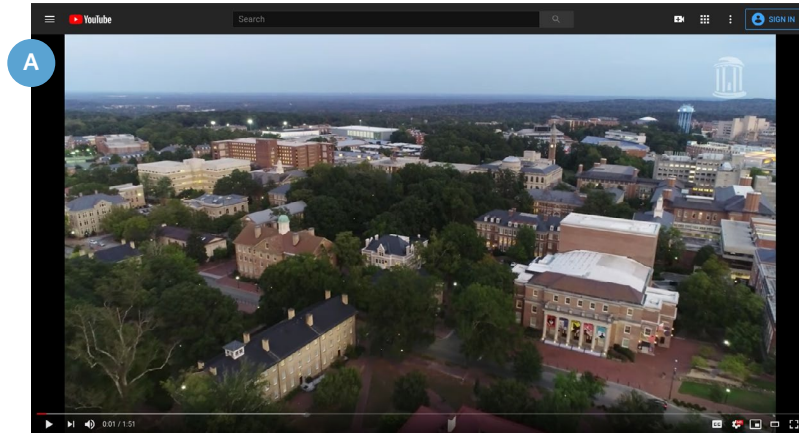


Bus Wrap Artwork



Bus Wrap Artwork





A. Serving North Carolina

youtube.com/watch?v=Zhl2JkckyTc

B. Day 2

youtube.com/watch?v=tAgBzOMsgmk

C. Tour Recap

youtube.com/watch?v=-rG8kHTmcSU

THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL

DISCOVER NAVIGATE SEARCH Sections

MEETING THE TAR HEEL STATE

Heels on a bus.

THE TAR HEEL BUS TOUR

As a university built for the people, public service is at the core of Carolina's mission.

Over fall break, nearly 100 faculty members and senior administrators took a journey across North Carolina to learn more about the state they serve. The knowledge they gained will inform the work they do every day in Carolina classrooms, offices and labs.

[Press the play button to learn more](#)

A. Curated content on unc.edu after the bus tour returned.

unc.edu/story/the-tar-heel-state

B. Story and photo package of Day 2 of the bus tour.

unc.edu/posts/2019/10/17/thbt-day-two

C. Story produced ahead of the bus tour to show research Carolina is doing that impacts the state of North Carolina.

unc.edu/discover/concussion-care-on-the-frontlines

THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL

DISCOVER NAVIGATE SEARCH Press and Update

UNIVERSITY NEWS

From the coast to the mountains – Day 2 of the Tar Heel Bus Tour

On the second day of the Tar Heel Bus Tour, participants examined the University's impact on the coast, in the mountains and farmlands.

By University Communications, Thursday, October 17th, 2019

THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL

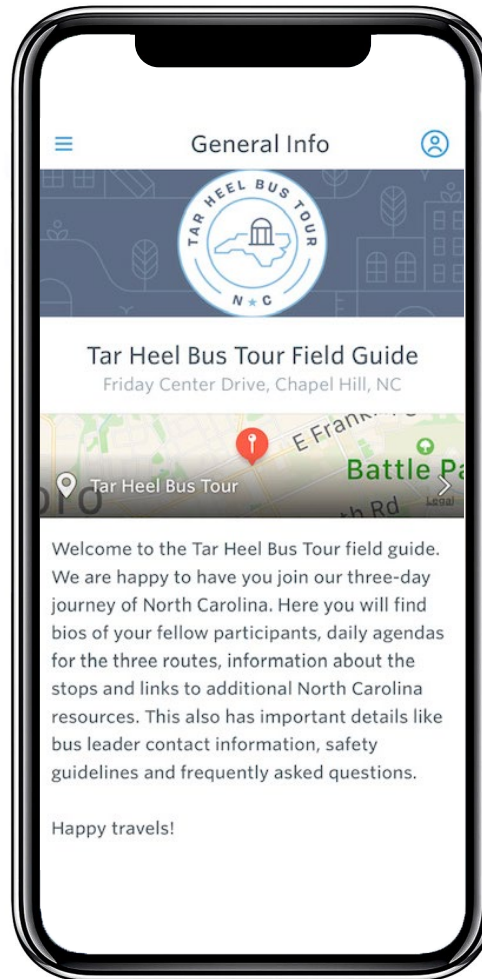
DISCOVER NAVIGATE SEARCH Sections

IMPACT ON OUR STATE

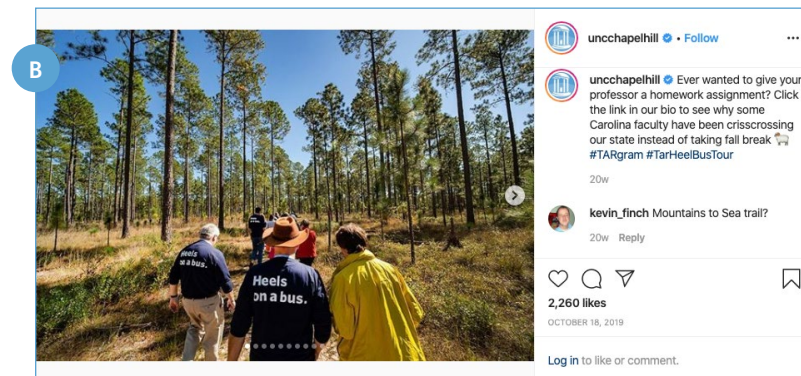
Concussion care on the front lines

A current multidisciplinary initiative led by Carolina's Jason Mihalik is tracking neurological function in elite warfighters.

Story by April Barwood, UNC Development. Video by Johnny Andrews, University Communications. Wednesday, October 23rd, 2019



Tar Heel Bus Tour Field Guide



A. Facebook

facebook.com/watch/?v=413615285992082

B. Instagram

instagram.com/p/B3xhpGiBjIR

C. Twitter

twitter.com/UNC/status/1185196275790049280



A. Interview with then-Interim Chancellor Kevin M. Guskiewicz after the bus tour

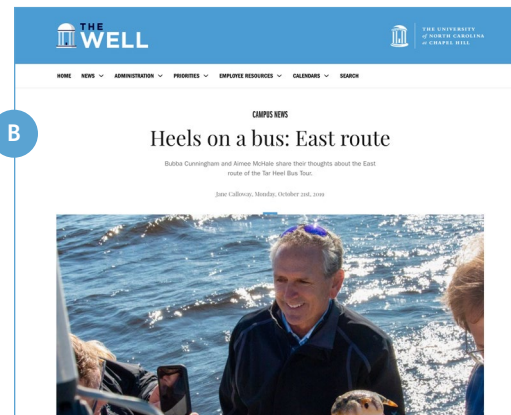
thewell.unc.edu/2019/10/24/heel-on-a-bus-interim-chancellor-kevin-m-guskiewicz

B. Q&A with bus tour participant and athletics director Bubba Cunningham

thewell.unc.edu/2019/10/21/heels-on-a-bus-east-route

C. Q&A with bus tour participants Patia McGrath and Deb Aikat

thewell.unc.edu/2019/10/21/heels-on-a-bus-southeast-route



A

The News & Observer

IMPACT 2020

SECTIONS

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EDUCATION

UNC faculty gets outside Chapel Hill for a bus tour of NC's successes and challenges

BY KATE MURPHY
OCTOBER 24, 2019 12:55 PM

UNC Chapel Hill faculty tour North Carolina on a bus

The Tar Heel Bus Tour is about learning more...

Over fall break, nearly 100 faculty members and senior administrators at UNC-Chapel Hill took a journey across North Carolina to learn more about the state and the issues North Carolinians care about. @UNC-CH/amy.1813

After an 11-year hiatus, UNC-Chapel Hill faculty and senior administrators went back on the road again last week, piling into buses for a three-day tour across North Carolina.

The 90 participants left campus last week and went out into 26 communities from Asheville to

B

Wilkes Journal-Patriot
North Wilkesboro, NC

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care for life Wherever life leads, start here

Wake Forest Regional Health

wilkesboro

UNC staff comes here to learn about opioid response

Marty McGee Oct 22, 2019

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ANTIQUES ARTISAN GOODS EMPORIUM KEY CITY ANTiques "Drop By and Discover Vintage"

A. UNC faculty gets outside Chapel Hill for a bus tour of NC's successes and challenges
News & Observer, 10/24/2019. Potential Reach: 3,868,535 unique views per month

B. UNC staff here to learn about opioid response
Wilkes Journal-Patriot, Marty McGee. 10/22/19. Potential Reach: 1,600 unique views per month



A. IMS scientists give close-up look at Neuse River research

New Bern Sun Journal. 10/17/2019. Potential Reach: 59,700 unique views per month

B. In-studio interview with Interim Chancellor Kevin Guskiewicz

Spectrum News, Capital Tonight 10/15/2019. Full interview ran twice





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@UNC #UNC

