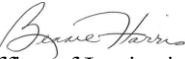




*Marketing and Communications*

**MEMORANDUM**

TO: Administration and Department Chairs

FROM: Bennie Harris, Ph.D.   
Sr. Vice President, Office of Institutional Advancement and Marketing and Communications

DATE: July 16, 2014

RE: MSM Events, Conferences, National Meetings, & Faculty and Staff Accolades

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In an effort to increase the internal and external brand of our institution, I ask that you share with marketing and communications the types of events and other activities in which you or your team are participants or when we serve as the regional or national host partner. We can often leverage these activities as media opportunities, showcase how what we do aligns with our vision and mission, and highlight our talented faculty, to name a few. Our goal is to show the impact Morehouse School of Medicine is having on communities and national conversations. Our knowledge of events helps us prepare appropriate greetings for our guests (e.g., TV monitors, signage, or website presence) and allows time to alert employees of campus happenings.

You may submit general information about your event to [marcomm@msm.edu](mailto:marcomm@msm.edu). The marketing and communications team will connect with you to determine how we can partner to communicate and market MSM activities with excellence and create a welcoming environment. Please share this message to your teams.

Thank you.