

# Content and Storytelling

Jennifer James, Communications Director

Vol XCIII, No. 311

Wednesday, July 23 2014

\$1.25

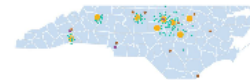
## UNC Health Care Communications



### How We Are Organized



### UNC Health Care Across the State



### Finding and Sharing Stories

We are content creators & storytellers



“Storytelling is about collaboration, connections & relationship building.”

### Stories Are More than Words on a Page

Our stories have multiple components

Hope for Women in Malawi  
Strong writing  
Photography & videography  
Personal vignettes  
Media outreach  
Cross-institutional  
Twitter chat  
Public collaboration



<http://news.unchealthcare.org/news/2014/07/23/hope-for-women-in-malawi/>  
Be a part of the story

### And More Than a Press Release

Five Questions With...

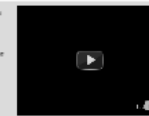


UNC Health Care is a leading provider of health care services in North Carolina. We are committed to providing the highest quality of care to our patients and to our community. We are also committed to providing the highest quality of care to our employees and to our community. We are committed to providing the highest quality of care to our patients and to our community. We are also committed to providing the highest quality of care to our employees and to our community.

### Compelling content makes good stories

and we have no shortage of either

Real Doctor/Real People  
Real Moments  
Videos  
On-screen interviews online  
and through social  
channels  
Entry-winning series



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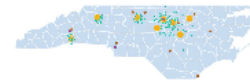
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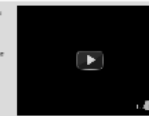


UNC Health Care is proud to announce the launch of a new series of interviews with key leaders in the organization. The series, titled 'Five Questions With...', will feature interviews with senior leaders from various departments, providing insights into their roles and the future of UNC Health Care.

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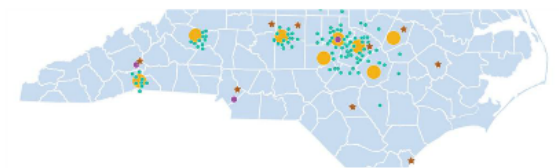
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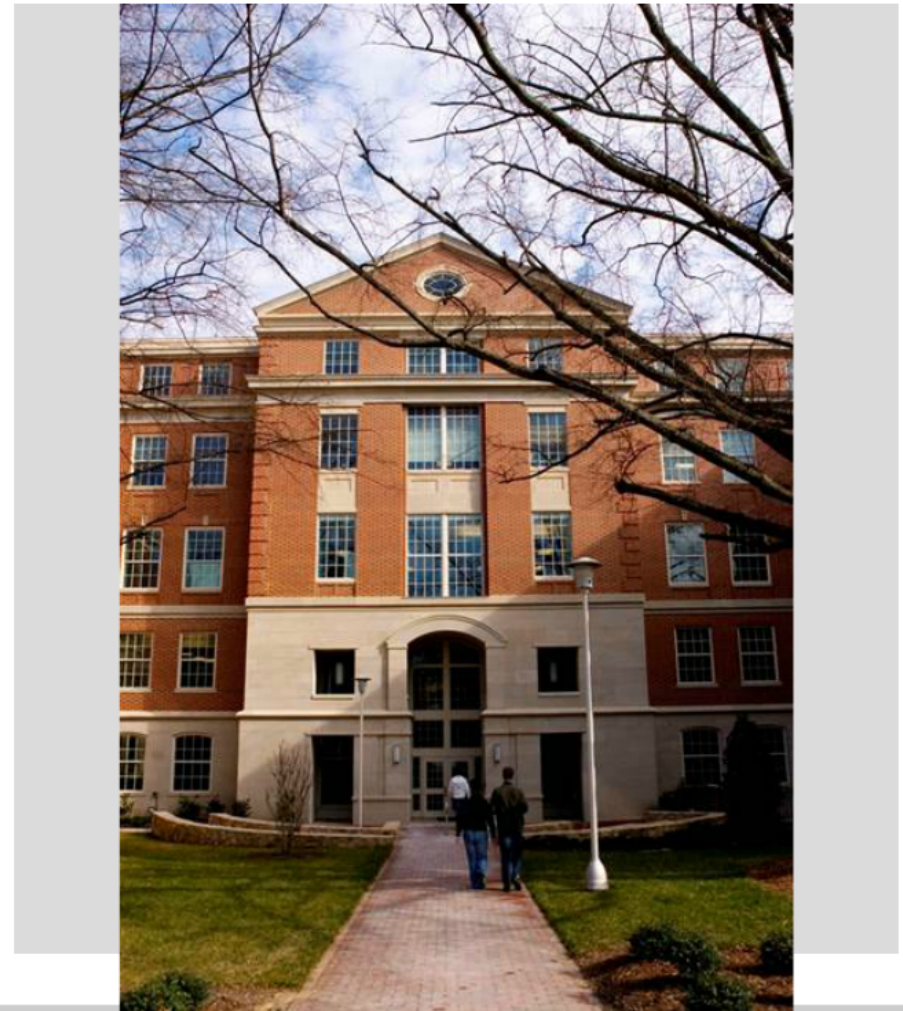
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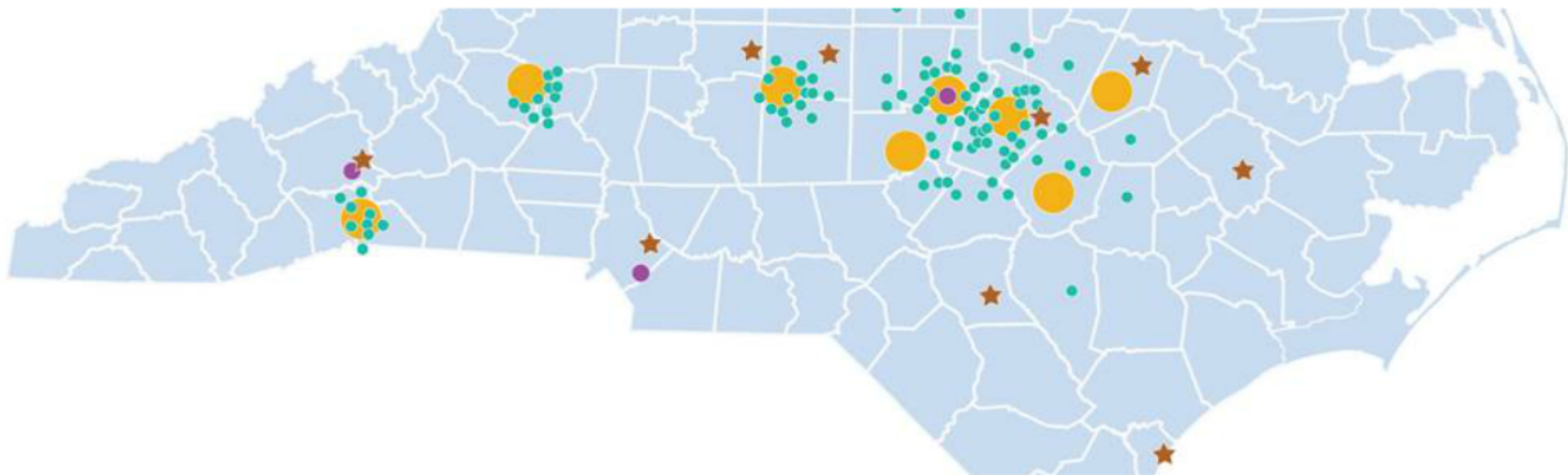
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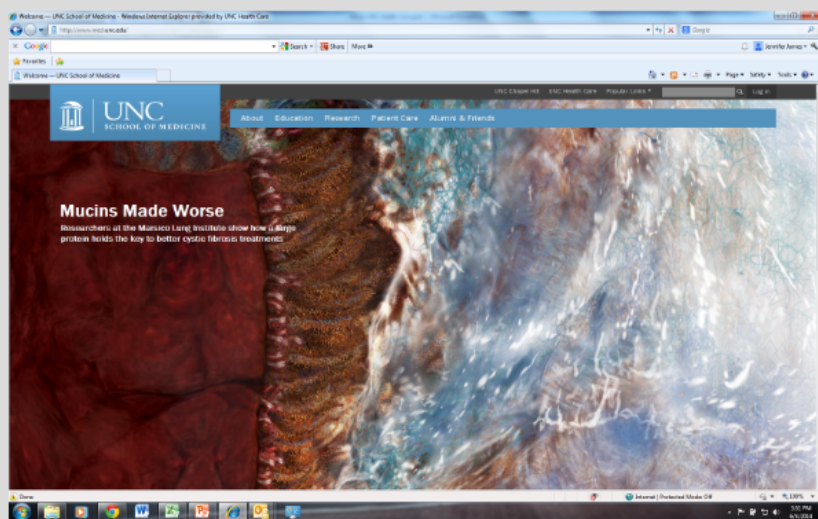
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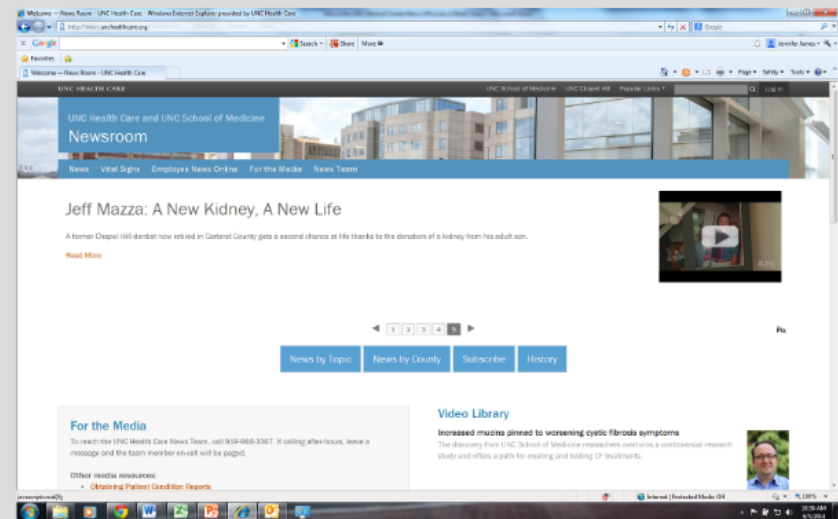
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### School of Medicine Web Site

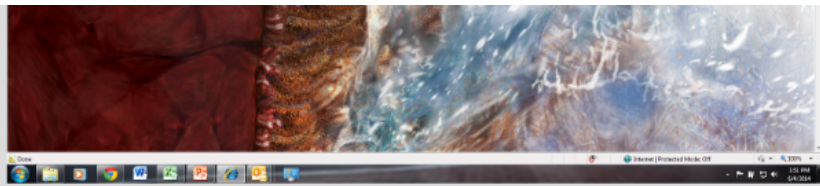


<http://med.unc.edu>

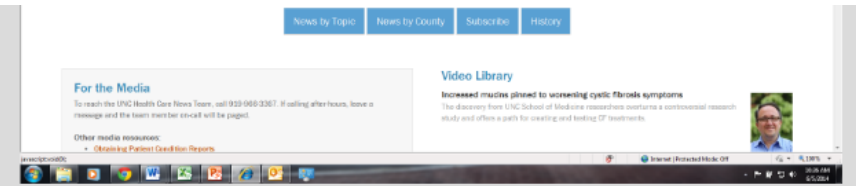
### UNC Health Care News Room



<http://news.unchealthcare.org>



<http://med.unc.edu>



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Strong writing  
Photography & slideshow  
Personal vignettes  
Media outreach  
Cross-collaboration  
Twitter chat  
Future collaboration



<http://news.unchealthcare.org/news/2014/march/after-years-of-suffering-hope-for-women-in-malawi>



# And More Than a Press Release

## Five Questions With.....



### Top of the Line

The next chapter in the story of UNC Lineberger Comprehensive Cancer Center begins with a new director, Ned Sharpless, an oncologist with a story to tell.



Ned Sharpless isn't your garden variety scientist. He'll quote St. Thomas More on the importance of being principled. He'll mention George Washington when describing how to run a lab. He'll point to a picture of the devil tempting Jesus to show that the easy road is not the best road. And he'll use The Clash—yes, the band *The Clash*—to illustrate the benefit of breaking through conventional wisdom.

Self-effacing and funny, Sharpless **can discuss his research** with anyone and make it interesting. But those attributes aren't what earned him his new job as director of the UNC Lineberger Comprehensive Cancer Center. A first-class researcher with exceptional leadership skills and a penchant to think well beyond the next grant or paper, Sharpless is an innovator and entrepreneur whose research inspired the creation of two companies aimed at helping people in his home state of North Carolina and around the world.

We sat down with Dr. Sharpless two weeks before he took the helm at UNC Lineberger on January 1 to ask him about his journey from UNC as an undergraduate to UNC as a professor and now director of a research organization with 300 scientists from 25 departments across campus. What follows is the story of how Dr. Sharpless landed at the helm of one of the nation's oldest and largest cancer centers.



**Why did you pursue math as an undergraduate and then go to medical school, both at UNC, and then choose to become a cancer researcher?**

My undergrad and early med school careers were characterized by a strong lack of planning. I was a bit immature for my age. Many people have a plan, and they're on a mission to get something done. I wasn't really like that, though I did like college. I was initially an English and math major but that became unworkable. At some point, it became easier to fulfill my major requirements for math.

I remember in some upper level math classes, they gave us two problems and a week to do them. That was really fun. No one could help you, there was no internet back then. You really had to figure it out yourself. But I also loved physics, English, and political science. I just had a great, well-rounded education at UNC, and I still believe in that. I think that writing essays on Shakespeare as an English major has helped me to write crisp, clear, terse explanations of my science, and that's really good for grants and scientific papers.

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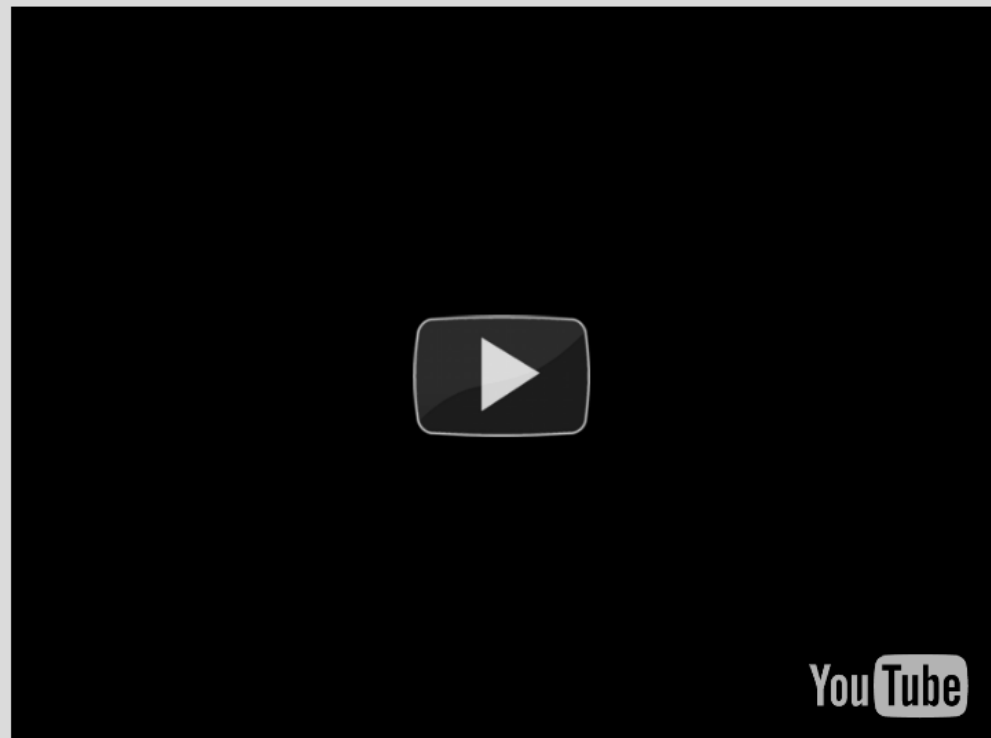
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**Real Doctors/Real People  
Real Nurses**

Video

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Emmy-winning series



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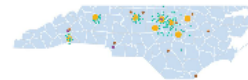
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