

# UNCUT



EVERYTHING  
ABOUT UNCUT





# UNCUT

A student-athlete storytelling platform  
that shines a light on the human side  
of college athletes.

**STUDENT.  
ATHLETE.  
HUMAN.**



# OUR MISSION.

Student-led and athlete-driven, UNCUT is an NC nonprofit organization providing student-athletes a platform to be their true selves. With a commitment to authenticity, we allow student-athletes to speak in a way that has not yet been seen at the collegiate level.



# OUR OBJECTIVES.

## LET ATHLETES SHARE WHAT'S IMPORTANT TO THEM.

The passions of student-athletes persist off the playing field. From personal interests to campus involvements, from social causes to family pressures, UNCUT lets student-athletes be more than just an athlete.

## LET ATHLETES TELL THEIR STORIES.

At the intersection of student, athlete, and human is experience. No matter our background, we all have a story to tell. UNCUT lets student-athletes tell theirs.

## LET ATHLETES BE THEMSELVES.

For too long we have stripped athletes of the laughter, tears, and mistakes that come with being human. Above all else, UNCUT lets student-athletes embrace their characters to the core.

**UNCUT**





# OUR CONTENT OFFERINGS.

## TAR HEEL TALKS

Four student-athletes from different sports engaging in a 10-12 minute sit-down conversation over a shared topic or experience. Participants open up with personal anecdotes and develop their stances on issues alongside their peers in this forward-looking discussion at Sutton's Drug Store.



## UNCUT ORIGINALS

Five minute features that share the story of a student-athlete who is inspiring others both on and off the playing field. Originals approach the story from all sides, featuring the perspectives of coaches, peers, and role models. These episodes highlight athletes' lesser known skills.



## CLEAN SLATE

*A new world through words.*  
Student-Athletes pick up the pen and put their thoughts onto a blank page. Through vivid imagery and moving language, participants show that there is far more than meets the eye when it comes to college athletics.





# OUR VALUE PROPOSITION.

UNCUT is comprised entirely of students and student-athletes. This stands to our benefit when it comes to producing high-quality, impactful content.

Peer-to-peer interactions spark the authenticity in communication and engagement that is so desired across the industry and nearly impossible to replicate.

At UNCUT, student-athletes are not interviewed. Instead, they are presented the platform to **champion their own causes**. We shine a necessary light on the incredible things that student-athletes are already doing on campus, as students, and even more so, as human beings.



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# OUR FOUNDERS.

## LUKE BUXTON CREATIVE AND CONTENT DIRECTOR



Luke is a junior Morehead-Cain Scholar at UNC studying journalism, entrepreneurship, and a major he created called "Sports, Media, and Social Change." Hailing from Raleigh, North Carolina, Luke is involved in a variety of media projects. He has created content for FOX Sports, Adobe, GoHeels, Hoops 4 Hope, Inside Carolina The Talk, and for the UNC football team. His videos have accumulated over five million views. Luke is passionate about using sports and videography as a vehicle for social change.

## ALEX MAZER CHIEF OPERATING OFFICER



Alex is a sophomore Morehead-Cain Scholar at UNC pursuing a double major in business administration and sport administration, with a minor in entrepreneurship. Born and raised in Manhasset, New York; Alex is passionate about the idea of using sports as a tool to bridge people and communities. He serves as the President & Co-Founder of the Carolina Sport Administration Club and submitted the winning bid to have Greensboro host the 2020 College Club Swim Nationals, a 2000+ athlete, weekend-long competition.

## JAKE LAWLER ATHLETE RELATIONS AND CONTENT DIRECTOR



Jake is a junior at UNC pursuing a degree in broadcast journalism. Originally from Charlotte, North Carolina, Jake is an outside linebacker on the UNC football team. Jake is passionate about film and storytelling. He co-created a film and pop culture podcast called "Inside the Film Room" and has written three short film screenplays and a short story. Jake will bring his skills and talents to help cultivate engaging and impactful stories with UNCUT.

## JUSTIN HADAD CHIEF STRATEGIST



Justin is a junior Morehead-Cain Scholar at UNC studying physics, economics, and mathematics. Born and raised in Columbus, Ohio; Justin spends his time harnessing his entrepreneurial spirit on campus, as well as practicing with the women's varsity basketball team. He has designed everything from basketball camps to heating composites, from data-mining algorithms to segments of UNCUT.

## JILL SHIPPEE CHIEF MARKETING OFFICER



Jill is a junior at UNC studying sport administration and sociology. Born in Baltimore, Maryland and raised in Clifton Park, New York; Jill is an All-American and school record holder on the UNC Track & Field team. Off the track and outside of the classroom, she serves as a representative on the Student-Athlete Advisory Council and Co-Founder & Events Director for the Carolina Sport Administration Club. Jill is passionate about the role of sport in enhancing personal development and elevating societal unification.



# UNCUT





# OUR BRAND IDENTITY.

## LOGOS



PRIMARY



SECONDARY

## TYPOGRAPHY




PRIMARY



SECONDARY

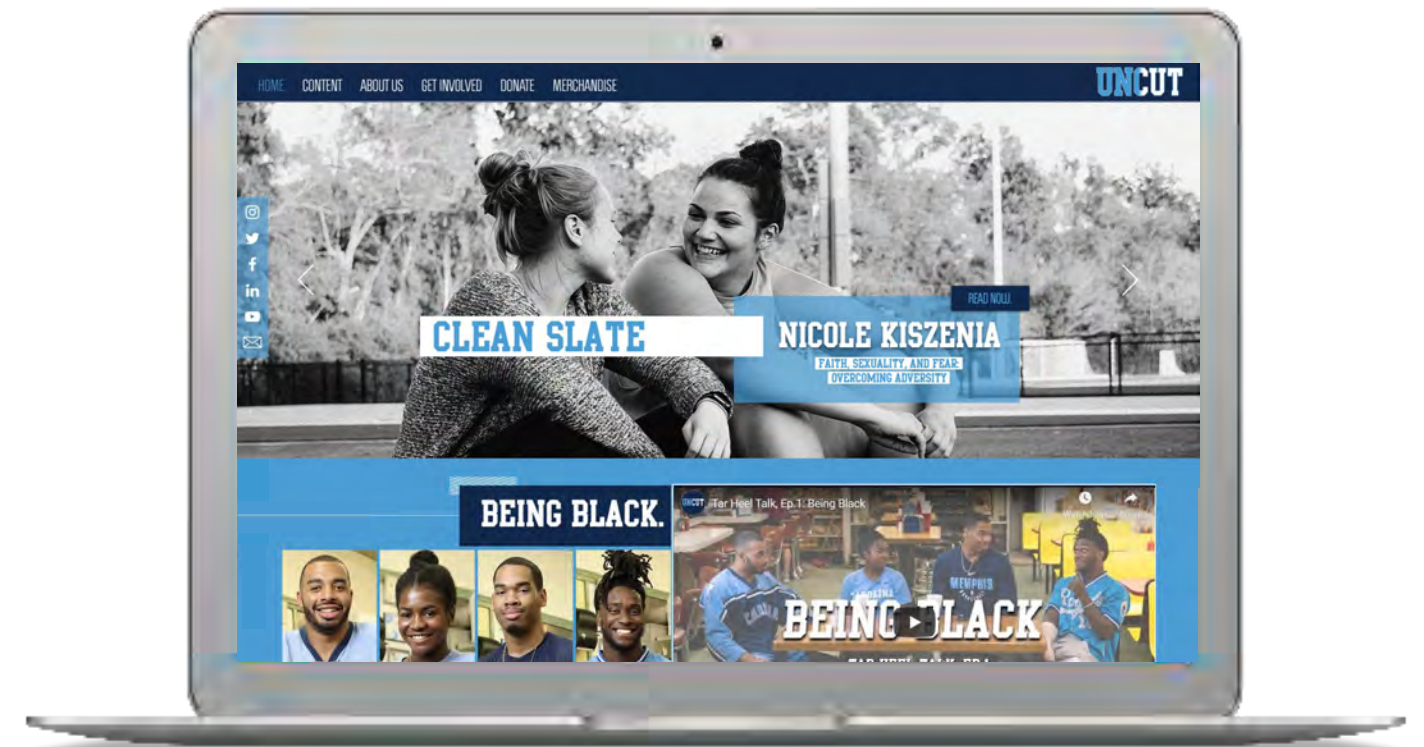
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	#13294b	R: 19, G: 41, B: 75
	#ffffff	R: 255, G: 255, B: 255

# WHERE CAN YOU FIND US?

**ALL ITEMS DELINEATED IN THIS DOCUMENT ARE  
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uncutchapelhill.com

## IN THE NEWS.

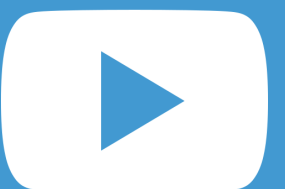


WSOC-TV

The Daily Tar Heel



@uncut\_ch





**THIS IS BIGGER THAN US.**





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