

UNIVERSITY OF NEBRASKA

U-WIDE IDENTITY COMMITTEE



UNIVERSITY OF NEBRASKA
JACKIE OSTROWICKI

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*Assistant Vice President for External Relations
Director of Marketing, Branding and Digital Media
121 Varner Hall
3835 Holdrege Street
Lincoln, NE 68583-0745
Office: (402) 472-7130 | Cell: (402) 617-3324
jostrowicki@nebraska.edu*

Jackie Ostrowicki develops and manages communication, branding and marketing initiatives for the University of Nebraska system. She taught at the University of Nebraska–Lincoln’s College of Journalism and Mass Communications as an adjunct professor for several years before joining the University in 2014.

Prior to NU, Ostrowicki spent 8 years running communication at Nelnet, a publicly-traded education finance company headquartered in Lincoln. She has also worked at various regional and national ad agencies on consumer and business-to-business clients. A native of Chicago, Illinois, Jackie holds a bachelor’s degree in advertising from the University of Nebraska–Lincoln.



UNIVERSITY OF NEBRASKA AT KEARNEY
TODD GOTTULA

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*Senior Director, Marketing and Communications
1910 University Drive
Kearney, NE 68849
Office: (308) 865-8454 | Cell: (308) 293-2602
gottulatm@unk.edu*

Todd Gottula is responsible for managing UNK’s marketing and communications team and oversees news, Web, print, creative design, social media, video, photography and public relations initiatives. He also serves as campus spokesperson, speechwriter and lead on crisis communication.

Prior to UNK, Gottula was an award-winning reporter, photographer and editor at the Kearney Hub newspaper. His career also includes work as vice president of communications for the Tri-City Storm hockey team and Viaero Event Center in Kearney. An active member of the Kearney community, Gottula is past chair of the Kearney Area Chamber of Commerce Board. He is an Auburn native and graduate of Peru State College, where he majored in English and journalism.



UNIVERSITY OF NEBRASKA–LINCOLN
DEB FIDDELKE

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*Chief Communication and Marketing Officer
202 Canfield Hall
Lincoln, NE 68588-0424
Office: (402) 472-0296 | Cell: (402) 314-9691
dfiddelke2@unl.edu*

Deb Fiddelke, chief communication and marketing officer at the University of Nebraska–Lincoln, previously served as a press secretary for former U.S. Sen. Chuck Hagel and worked at the White House under President George W. Bush. She served as a senior member of the government and international relation teams that sought to bring the Olympics to Chicago in 2016. In 2010, she led public affairs practice for Edelman’s Chicago office and in 2013, she joined SC Johnson.

Fiddelke grew up in Kearney, Nebraska, and earned bachelor’s degrees in journalism and political science from the University of Nebraska–Lincoln and a master’s degree in political management from George Washington University’s Graduate School of Political Management.





UNIVERSITY OF NEBRASKA MEDICAL CENTER
BILL O'NEILL

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Public Relations Director
AX10, Room 3006
Omaha, NE 68198-5230
Office: (402) 559-9152 | Cell: (402) 250-4839
woneill@unmc.edu

Bill O'Neill provides strategic and creative direction for the promotion and protection of the University of Nebraska Medical Center's image and brand. He oversees the design and execution of UNMC's public relation strategies and communication messages; manages sensitive communications issues; and counsels executives, faculty, and student leaders on effective communication.

An award-winning journalist, O'Neill began his career at the Kearney Hub newspaper in central Nebraska. A native of Sumner, O'Neill earned a master's degree in communication from the University of Nebraska at Omaha and a bachelor's degree in journalism from the University of Nebraska at Kearney.



UNIVERSITY OF NEBRASKA AT OMAHA
MAKAYLA MCMORRIS

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Executive Director, University Communications
102 Eppley Administration Building
6001 Dodge St.
Omaha, NE 68182
Office: (402) 554-2358 | Cell: (562) 881-8573
mmcmorris@unomaha.edu

Makayla McMorris manages an award-winning integrated unit that is responsible for client-focused marketing, communications, media relations, branding, graphic design, crisis communications, digital communications and key event support services to faculty, staff and organizations across UNO's campuses.

Prior to joining UNO, McMorris served as Senior Marketing Executive for ABC Affiliate-KETV. She was nationally recognized for her leadership, performance, and ability to bring tremendous value to the overall function of the television station. As a community leader and advocate, McMorris serves on several boards and is dedicated to the growth and development of Omaha, Nebraska. She holds a bachelor's degree in both Communications and Public Relations.

