



UNCUT MADISON

THE PLAYBOOK



WE ARE UNCUT MADISON

NARRATED BY MAEMA NJONGMETA



What is UNCUT?

UNCUT is a non-profit media platform that empowers student-athletes to be their true selves. Student-led and athlete-driven, UNCUT has accounts on Instagram, Twitter, Facebook, YouTube and LinkedIn, as well as its own website. With a commitment to authenticity, UNCUT is a platform that allows student-athletes to speak in a way that has not yet been seen at the collegiate level.

OUR GOALS.

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.

OUR TARGET AUDIENCE.

STUDENT ATHLETES

As student-athletes express their lesser known sides, they make others more comfortable doing the same. Student-athletes support and uplift each other through their courage and authenticity. By taking a united stance against the often one-dimensional perception of college athletes, we can open minds.

ADMINISTRATORS

Administrative officers of collegiate sports encourage physical and mental improvement, with the intention of outplaying opponents on the playing grounds. By student-athletes displaying their multifacetedness, administrators are able to gain a layer of understanding and empathy that transcends the uniform.

FANS

UNCUT facilitates connections between the fan and student-athlete by shining a light on the humanity of each and every student-athlete. We display the passions and insights that often never make the cut in a press conference. We help show fans the entire picture when it comes to their favorite student-athletes.



Chalking It Up

Devin Wu

#CleanSlate



UNCUT

Chapel Hill

Duke

Boone

Madison

Blacksburg

College Park

Miami

Northwestern

A place for student-athletes to tell
the stories they can't tell
elsewhere.

Find out how your school can be next...

OUR TEAM



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Rettke**

Head of Brand Management

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**Drew
Kocken**

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Eden Rane

Head of Athlete Engagement

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OUR MISSION.

UNCUT Madison 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 Madison, student-athletes are not interviewed. Instead, we present a platform for them 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.



Photo Credit: Wisconsin Athletics

Where we've been...



The Badger
HERALD



The Daily Cardinal



[NBC15 Launch Day Feature](#)



Photo Credit: Wisconsin Athletics

OUR CONTENT.

UNCOVERED

Student-athletes write their own stories about injuries, mental health, role models, passions and more. Uncovered features vivid first-person storytelling, straight from the student-athletes themselves.

BEYOND BUCKY

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

BADGER BOND

Multiple individuals connected to collegiate athletics participate in a sit-down conversation over a shared topic or experience. These topics include racial stereotypes, gender biases, athletic injuries and more.

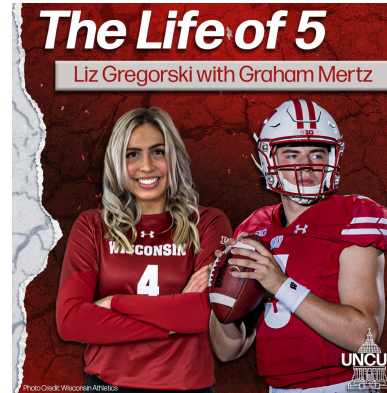
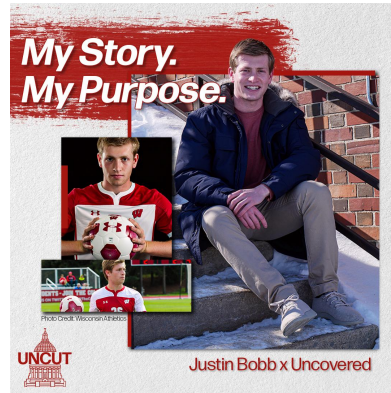
DEAR MADISON

Alumni can write a piece where they express what being a Badger has meant to them over their career.

What we've done so far....

[Spring Recap](#)

[Chris Orr / Maema Njongmeta Piece](#)



What's next?



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UW-BADGERS



UNCUT Madison and American Family Insurance

American Family Insurance is proud to support UNCUT Madison in their mission of lifting, protecting and empowering the voices of student athletes. UNCUT Madison provides a platform that gives student-athletes the space to be their authentic selves and share their stories that go beyond their jerseys. To learn more about UNCUT Madison, visit <https://www.uncutmadison.com/>. Stay tuned for more this season!



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