New Faculty Orientation 2018: Research Media

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University Marketing and Communications
Alan Alda’s Energy Ball

Simple Steps
Complex Cycles
Pay Attention and Listen
‘Science is not finished until it’s communicated’

— Sir Mark Walport, UK Government Chief Scientific Adviser
Core of Faculty Work
Spectrum between UMC and VPR

Research Development

Teaching Research Service

Research Promotion

Boilerplate Tech Talks Lab Tours Magazine Twitter chats Unscripted News stories

#STEMComm Training
Modern Media Myths

**MYTH #1:**
The public can’t understand my science.

**MYTH #2:**
My posts can’t compete with cat videos.

**MYTH #3:**
Social media is for personal use only.
Newsworthy Research Stories

**Audience:** news media, funding orgs
**Products:** formal news releases and pitches
**Timeline:** 2-3 weeks for pending/accepted papers

Trending & Responsive Storytelling / Platform for Faculty

**Audience:** internal, science community, recruiting pool, news media
**Products:** Unscripted blog, Newswise fast pitches, targeted media pitches
**Timeline:** content dependent--can be 24 hours or 6 months

Formal Research Mag

**Audience:** investors, sponsors, alumni
**Products:** polished centerpiece
**Timeline:** 16-20 weeks

Niche Conversations

**Audience:** scientists and science enthusiasts
**Products:** @MTUResearch twitter
**Timeline:** content dependent, timely

Broadest Reach

**Audience:** alumni, donors, current students, fans
**Products:** university social accounts
**Timeline:** content dependent, timely
Reality Check
WHO (target audience)
WHAT (key message)
Together we’ll figure out the HOW
(news story, Unscripted, SnapChat takeover, interpretive dance)
mtu.edu/umc/pitch
UMC Science & Tech News Process

1. RESEARCHER CONTACTS UMC
2. RESEARCHER PROVIDES ADDITIONAL INFORMATION (galley proof, other stories, figures)
3. KICK-OFF MEETING (brainstorm and planning)
4. FINALIZE LOGISTICS (story timeline, external publication deadline, target audience, retrieval of additional assets)
5. STORY OUTLINE (UMC review)
6. 1ST DRAFT (UMC review)
7. 2ND DRAFT (researcher review)
8. FINALIZE VISUAL ASSETS (photography, graphic design, video, figures)
9. MEDIA ALERT COPY, PHOTO CAPTIONS, AND SOCIAL MEDIA CONTENT
10. EXTERNAL REVIEW (funding organizations, program managers, Co-PIs, collaborating universities)
11. CMS IMPLEMENTATION (story link is provided for final review)
12. MEDIA TALKING POINTS DEVELOPED (optional)
13. MEDIA OUTLET RESEARCH
14. TARGETED DIRECT EMAIL PITCHES
15. NEWSWIRE POST
16. NEWSWISE PITCH (optional/may not be available)
17. STORY TRACKING AND EVALUATION

2-3 week turnaround

External publication deadline
We honor all embargo and publication policies

COULD BE MULTIPLE ROUNDS
Good Visuals

If you want this kind of photo, talk to me sooner rather than later.
Takeaways

Reach out for news stories when your paper is **ACCEPTED**

Ask VPR’s RD group to help with boilerplate language in **BROADER IMPACTS**

Start **LISTENING** on social media, especially Twitter

Ask for a lab **PHOTO SHOOT**, think field > specific project

At least once a year, update your **FACULTY BIO** and papers

Remember the **NEWS CYCLE ≠ RESEARCH CYCLE** so think timeliness
If nothing else sticks...

Remember my name.

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Visit the pitch form.

mtu.edu/umc/pitch

And let’s go out for coffee to chat.