Overview of University Communications

Chief Communications Officer

- Media Relations & Issues Management
- Marketing & Digital Strategy
- Creative Services
- Special Projects
Public/Media Relations: Texas Perspectives Reach

https://news.utexas.edu/texas-perspectives

Subscribers include all Major TX Newspapers, Washington Post, Huffington Post, CNN Online, Chicago Tribune, Miami Herald, San Francisco Chronicle.
Public/Media Relations: Op Ed Project

The project had over 100 placements in the past year.


Many top universities across the nation — including Stanford, Yale, Princeton, Dartmouth, Columbia, Emory and Northwestern—have used the OpEd Project to increase the public visibility of their faculty.
Media Training

- Tips/guidance on speaking with the media
- Brainstorm frequently asked questions
- Think ahead about controversial issues
- Practice Q&A to be ready for reporters
- How to answer when you don’t know the answer
- How not to say “no comment”
- Ways to think about messaging before news breaks

Recent Trainings

Petroleum and Geosystems Engineering
College of Pharmacy
Harry Ransom Center
Bureau of Economic Geology
Strategic Media Relations

Newsworthy event in your department

Your department’s media rep submits it to UC where it is reviewed and edited.

UC works with the rep to disseminate the story to reporters via traditional and social media.

- UC media relations directors meet monthly with departmental media relations staff in “pod meetings” (sciences, humanities, professional schools, and arts)
- UC staff coordinate planned announcements with department reps.
- UC staff liaison with trade press and national press in collaboration with units
- Key factor is having time to plan.
National Media Success

UT Researchers Play Key Role in Space Discovery (July 2015)

Wall Street Journal
CNN
NPR
300+ article worldwide

THE WALL STREET JOURNAL

U.S.
New Earth-Like Planet Discovered by NASA’s Kepler Space Telescope
The find brings to a dozen the number of small worlds potentially suitable for life spotted elsewhere in the galaxy

By ROBERT LEE HOTZ
National Media Success

Depression Hits Women in Top Jobs Harder Than Men, Study Says (Nov. 2014)

USA Today
FORTUNE
Washington Post
TIME
120+ articles worldwide
Creative Services Agency

Creative Services provides a wide range of communications services to UT departments

- print and digital design
- identity and brand development
- web design, development, and optimization strategy
- communication research and measurement
- copywriting and photography
Marketing Initiatives

Annual campus-wide marketing opportunities
12 out of 18 college/schools have adopted the academic system plus VP of Research, Provost Office, International Office, Extended Campus, University of Texas Libraries and several administrative units and offices across campus.
Daily News Clippings
To subscribe: email kim.berger@utexas.edu

Daily News Update

Aug. 3 Analysis: New NCAA rules that allow universities to pay full cost of attendance stipends to student athletes take effect this week, drawing attention to UT and other programs.

On Saturday, local broadcast media took note of the 49th anniversary of the UT Tower shooting, beginning what will likely be a year of intense coverage leading up to the 50th anniversary (which happens to coincide with the day that campus carry legislation will take effect).

The Texas Tribune published a strong piece on college affordability for middle class families in Texas. That outlet has shown a real interest lately in serious higher education policy as well as politics.

Share of the Day (please post to your social media accounts):

Back to grilling: @UTMechEngr students design kitchen gadgets for man paralyzed in biking accident, saved by hero dog http://utne.ws/1OKVFi4 (Click here to tweet)

Prepared by Gary Susswein
Opportunity Awaits

Be public ambassadors of your scholarship and research.

Social media, blogs, E news and web content offer opportunities to share ideas and knowledge in unprecedented ways.
Presidential Inauguration

- Thursday, Sept. 17 at 3 p.m. at Bass Concert Hall
  - State of the University
  - Campus Celebration
  - Livestream

president.utexas.edu/inauguration
Questions or Comments

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