Today’s Agenda

- Welcome
- New Hires
- Notable News
- Show and Tell: The Office of Research
- Featured Event: The Conversation U.S.
WELCOME

Communicators’ Forum — March 24, 2016
UPDATES
UPDATES: Congratulations to...

Jeremy Allen
Public Affairs Specialist
Diversity, Equity & Inclusion

Betsy Behm
Development Communications Specialist
School of Public Health

Brooke Horton
Marketing Coordinator
Medical School

Don Jordan
Content Lead Writer
Office of Enrollment Management

Kathleen McCool
Employee Communications Manager
UMHS Department of Communication
UPDATES: Notable News

Executive Director of Marketing for OVPGC: Elizabeth Parkinson

Thomas Francis Jr. Medal in Global Public Health: Sir Fazle Hasan Abed

Michigan Impact on Flint Water Crisis: impact.govrel.umich.edu/category/flint-water/
Arts & Culture Website Launch: arts.umich.edu
First Gen Website Launch: firstgen.studentlife.umich.edu
Sexual Assault Awareness Month: April

- Policy rollout
- Information campaign
SHOW & TELL
Research and the U-M Brand

David R. Lampe
Executive Director, Strategic Communications
University of Michigan Office of Research
U-M's Mission
U-M Office of Research

- New Research
- Partnerships
- Research Administration
- Ethics and Compliance
- Research Policy
- Tech Transfer
- Advocacy
Who Cares About Research?

- Prospective Faculty and Students
- Current Faculty, Staff, and Students
- Peer Institutions
- Industry
- Alumni
- Legislators
- Government Agencies
- Media
- The Public
What’s Special about U-M Research?

• Size
• Excellence across Breadth
• Interdisciplinary
• Partnerships
• Translational
With expenditures in excess of $1 billion, research is central to U-M’s mission and permeates all 19 schools and colleges. U-M is a strong advocate of promoting collaboration and interdisciplinary research initiatives that involve faculty and students from across campus.

### Research Across Campus
- Overview
- The U-M Research Environment
- Schools, Colleges and Campuses
- Initiatives

### Student Research
- Graduate Programs
- Research Opportunities
- Schools & Colleges

### Research Administration
- Office of the Vice President for Research
- Office of Research and Sponsored Projects
- Finance — Sponsored Programs

### Resources for Researchers
- Office of Research (UMOR)
- Faculty Expertise
- Finding Funding
- Research Ethics & Compliance

### More Than
- 1,000 Undergraduate Research Opportunities on Campus

U-M researchers tap the potential of turning green algae into biofuel in the basement of the Dine Building.
With 19 schools and colleges and nearly 200 centers and institutes, the University of Michigan conducts research in virtually every major area of science, engineering, medicine, social sciences, management, education, and the humanities. Students and faculty researchers join with colleagues in other fields across campus and around the world to advance knowledge, solve challenging problems, create new products, and enhance the quality of life.
FEATURED EVENT
Academic rigor, journalistic flair

THE CONVERSATION U.S.

Ari Fertig and Emily Costello—Editors, The Conversation U.S.
Laura Lessnau—Director, Michigan News
www.theconversation.com
Academic rigor, journalistic flair
@ConversationUS
The Conversation US - history

• A new model that brings together best of both academic and journalistic worlds.
• An international network – TCUS launched October 2014
• Independent and non profit: supported by 10 foundations and 19 universities
• A small, start-up team of ten editors – expanding to 14
Why write for wider public

“I share with my fellow presidents the notion that it’s actually a responsibility, or even an obligation, of universities to engage in public discourse and to share the expertise that we accumulate, the knowledge we discover, and the understanding we achieve with the public at large.”

-President Mark Schlissel, speaking on a panel May 2015 with Presidents Teresa Sullivan (University of Virginia), Philip Hamlin (Dartmouth) and Michael Crow (Arizona state University)
Why write for wider public

- Enrich the public discourse
- Share knowledge of universities
- Raise academic and institution's profile
- Explain big problems, offer solutions
- Give academics a voice in scientific, cultural debates
Feedback from TCUS reader survey

• “Sometimes popular academic writings don't seem to jive with the times. The Conversation does.”
• “I like the idea of news items being written by a person who has some background knowledge of the topic.”
• "It's refreshing to read articles that do not fall back on sarcasm, idioms, irreverence, or other current digital writing tropes to engage the reader."
• 90% of readers surveyed say they “like” or “strongly like” TCUS.
TCUS: Editorial distinctiveness

- Contributors = researchers affiliate at academic institutions
- Not traditional op-ed, explanatory journalism
- An editorial collaboration between scholar and journalist. This is about our authors’ voices but both sides must approve final copy.

- 2 editorial aspirations:
  - Complement the news agenda: scholars give insight/ context to news.
  - Set the public agenda: scholars share research & ideas
Audiences: the numbers

Free to read and to republish through Creative Commons license

Monthly unique visits to site: **over half a million**

Through republication: ~**4-5 million reads monthly, 5.5 in January**

Newsletter recipients: **25,000**
19,000 sites republishing
If you live near a hospital, you’ve probably seen the sight: a young physician in loose blue scrubs, standing in line at the grocery store. You can’t help but wonder if the young physician is loose. After all, it appears that he or she belongs in an emergency room—not the dairy section.

The oversized jeans, dangling bright orange pajama roll, deep V-neck and baggy ensemble not only look out of place, but lead to a stream of thoughts. Is he coming from or going to a shift? Could her clothes carry some scent of hospital microbe? What destinies has the outfit picked up on public transit or in line at the ATM that will track back to an operating room or patient? Has the American trend toward casual attire gone too far?
Forget scrubs. Doctors need a dress code.
Clothing for physicians is more than just a matter of personal style; it is an emblem of their specialty, training and culture.

By Vineet Chopra and Sanjay Saint  July 7, 2015

If you live near a hospital, you've probably seen the sight: a young physician
Global Impact
University of Michigan dominates Notre Dame!
...on The Conversation, that is.
Let’s talk about pitching
Pitching – 4 important questions

• Is it of general interest?
• Are you an expert on the topic?
• Is it timely?
• Can you cover it in 1,000 words?
Expert Requests

- Sent daily to media relations teams
- Topics we’d like to cover, but haven’t yet identified the right scholar
- Rely on your deep knowledge of your faculty to help us connect with good experts
- We prefer to get the names of appropriate faculty quickly – not drafts
Timely, topical, pithy, authoritative

Reaction to an event or scholarly take to the news
The art of the news peg

Why now?
An ongoing trend, an event, or anniversary?
In the news?
The “explainer”

• Pegged to recent events
• Based on your expertise
• Gets reader up to speed
Scientists at work

What’s it like to be a scientist? If you could tell America anything about your job, what would it be?
Contributor feedback

• “Thank YOU so much for all of your help with the story. It was such a great experience to write it, and you were immensely helpful. What strikes me most ... is that you helped me make a complex argument in a simple and straight-forward way, which is just SO different from most op-eds! So, I would definitely be interested in writing for you guys again.” University of Michigan

• I can’t say enough good things about your outlet. It’s such a great way to both spread the deep knowledge academics have, while also giving them an opportunity to stretch themselves to be better communicators! Tufts University

• I just saw my article is on Newsweek.com...SO COOL!!!!!!! And Voice of America just interviewed me yesterday - the Russian Desk is translating the interview and publishing it, with a link to the article, on their website. But awesome!! Kudos to my editor! Does that mean I can write for you again?? Holy Cross
Contact us!

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Ari Fertig – Editorial Liaison
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theconversation.com/pitches/new

@ConversationUS
Next Communicators’ Forum

Thursday, May 26, 2016

Robertson Auditorium, Ross School of Business
THANK YOU

You can go back to work now :)