WELCOME
Communicators’ Forum
11/29/12
COMMUNICATORS’ FORUM: WELCOME

WE WANT TO HEAR FROM YOU!

- Submit ideas
- Share your work
- Contact: comm-forum@umich.edu
REVIEW

October Communicators’ Forum
REVIEW: **Rebranding research**

**Making Our Research Relevant**

- Research is a core attribute of the University of Michigan
- We are #1 public university in the country for research $(#2 \text{ overall})$
- Our research is interdisciplinary (19 colleges)
- Research on our campus has and will continue to change the world
- Research is quintessentially human, it’s relevant, and valuable
- Perception of research by average person is murky at best
- Remember: so what, and who cares?
- Write the big story, show the big story, make research the hero
UPDATES
UPDATES: Congratulations to...

Christopher Billick
Director of Digital Media, OVPGC

Ken Kettenbeil
Vice Chancellor for External Relations, UM-Dearborn

Emily Deedler
Director of Brand Management, Ross School of Business

Amy Contrera
Director of Marketing Analytics and Research, Ross School of Business
UPDATES: Notable news

- New Board of Regents: effective January 2013
- U-M Women Leaders Conference
- Simon Award
- M-STEM: $2 million grant
- U-M ranked No. 8 international student body
- $17.5 million growth for U-M North Campus Research Complex
- College of Engineering reaches 10,000 ‘likes’ on FB
- M-Cubeded awards via Twitter lottery
- Mary Sue Coleman visits NYC
FEATURED EVENT
MANAGING THE NEWS: the good, the bad & the ugly
MEDIA BRIEFING
LAURA LESSNAU
Director, U-M News Service

KELLY CUNNINGHAM
Director, Public Affairs

Laura Lessnau
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GREAT STORIES
U-M News Service

Laura Lessnau
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WHAT MAKES A GREAT STORY?

Checklist:

• A timely topic in national/global news
• Counterintuitive findings
• Relatable
• Controversial
• Practical applications
• Wow factor
• Remarkable, unique
• Potentially life-changing
WAYS TO TELL YOUR STORY

• News release
• Experts advisories to media
• Direct pitch to media and news blog (email, phone, Twitter)
• Social media (Facebook, Twitter, Reddit, Tumblr)
• Websites (units, News Service, Gateway)
• YouTube video, digital multimedia experience
• U-M publications (alumni, faculty, staff, student)
NEWS STORIES

Los rasgos de personalidad podrán afectar la respuesta a los placebo

Los rasgos de personalidad afectan la respuesta a los pulsos
NEWS STORIES

What TO DO:

• DO go over the checklist of what makes a good story
• DO ask yourself: Who would care? Who is your audience?
• DO discuss a news story idea with a PR rep
• DO think visually: Images, videos
• DO consider social media platforms to convey your story
NEWS STORIES

What **NOT** to do:

- DON’T make everything a news release (consider other options)
- DON’T over-estimate your audience and over-promise results
- DON’T bombard media with awards, promotions, non-public events
- DON’T wait until the last minute to consider communication needs
ISSUES MANAGEMENT

The Art of No Surprises

Kelly Cunningham
kecunham@umich.edu
ISSUES MANAGEMENT

• Issues Management is the discipline of **anticipating, preparing for and responding to** reputational concerns.

• Issues Management builds trust, enhances relationships and limits liability for institutions.

One person in one unit can affect the reputation of the University.
HOW TO MANAGE AN ISSUE

• **Anticipate**: continuous horizon scanning, trend spotting across all media—including social media—asking questions.

• **Prepare**: establish a response team, practice the tough questions, speak in a unified voice.

• **Respond**: with integrity and speed.
What **NOT** to do:

- Think a problem will go away if you ignore it.
- Think a secret will remain secret.
- Ask only people who agree with you when developing a solution.
- Fail to prepare for uncomfortable questions from multiple stakeholders.
- Lie or be evasive.
POTENTIAL ISSUE?

What TO DO:

• Call Public Affairs: 936-5190

• No surprises: If something seems wrong or feels weird, talk to someone.

• Prepare, prepare, prepare.

• Monitor articles, social media. Respond to inaccuracies quickly.
THE SOCIAL MEDIA COMPONENT

- **Monitor** – We often hear of brewing issues first on Facebook or Twitter.

- **Engage** – Directly, quickly.
WHEN FACED WITH A REPUTATIONAL CRISIS

• Take responsibility. Be the bearer of your own bad news.
• Respond quickly and honestly. Be accountable.
• Take responsibility. Describe how you are fixing the problem so it will not occur again.
• Speak with one voice.
• Aim for transparency and consistency.
• Work hard to bring accuracy and balance to all media.
HOW CAN YOU HELP WITH ISSUES MANAGEMENT

• Help your people think outside their silo.

• Ask questions.

• Let us know if something is brewing:

  936-5190

  public.affairs@umich.edu
Q & A
SHOW AND TELL
SHOW AND TELL: **Story Branding**

FRANK PROVENZANO

Senior Public Relations Representative, U-M News Service

Frank Provenzano
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SHOW AND TELL: **Story Branding**

A Gift to U-M: Responding to Challenge of Leadership
Objective: Spread the “good news” of Penny and E. Roe Stamps’ gift to School of Art & Design.

Audience: General public, donors, prospective donors, U-M community.

Target media: Reporters/editors in higher education, philanthropy, arts and general news. Specifically targeted “influential” arts and educational writers/editors.

Key messages:
- Unprecedented: Largest-ever donation to A&D, and among largest-ever gifts given to art-and-design school in U.S.
- Elevating discourse: The Stamps’ gift raises profile of “teaching creativity and innovation” and role of arts at global research university.
SHOW AND TELL: **Story Branding**  
A.K.A. creating memorable stories

University of Michigan News Service

- **Take away**: U-M is a global arts-education leader, and places high priority on role of arts in the “university experience.”

- **Impact**: Feature and news stories published/posted in Detroit Free Press, Detroit News, Business Week, Crain’s Detroit Business, Associated Press (more than three dozen outlets), Michigan Public Radio, and many others around U.S.

- **The Team**: Collaborative effort from News Service, Development, Art & Design and outside public relations firm. **Communications plan** defined messages, target audiences, roles, responsibilities and deadlines.

  In addition, coordinated social media, including Twitter messages.
SHOW AND TELL: Story Branding

JIM ERICKSON
Science Writer and Senior Public Relations Representative,
U-M News Service

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SHOW AND TELL: Story Branding
SHOW AND TELL: **Story Branding**  
A.K.A. creating memorable stories

Promoting scientific research

- **Objective:** Generate national and international media coverage highlighting findings by U-M evolutionary biologist Timothy James.

- **Audience:** Scientific community, public health influencers, general public, U-M community.

- **Target media:** U.S. science/environment reporters and journalists throughout Latin America.

- **Key message:** U-M scientists are leaders in helping to explain an important and underappreciated factor contributing to the global amphibian decline.
SHOW AND TELL: Story Branding
A.K.A. creating memorable stories

Promoting scientific research

- **The team:** The News Service sent the release to U.S. science and environmental reporters and bloggers. Through Vivianne Schnitzer, U-M's Hispanic communications manager, the release was sent to media outlets throughout Latin America. It was disseminated internally and through U-M social media outlets.
Dot Earth
ANDREW REVKIN

August 10, 2012, 12:05 pm | 16 Comments

Genetic Study Finds Bullfrog Trade is Prime Pathway For Devastating Amphibian Fungus
By ANDREW C. REVKIN

A University of Michigan genetic analysis has found that the global trade in bullfrogs is a prime conduit for the chytrid fungus, which has been devastating amphibian populations around the world. The paper is being published in the journal Molecular Ecology [link is subscription only].

One enduring question is why the fungus destroys amphibians in some places and leaves them unscathed in others. In an e-mail chat, the paper’s lead author, the University of Michigan mycologist Tim James, noted:

We can’t factor out the important role that environmental conditions play in shaping the...
Study: global bullfrog trade spreads devastating amphibian fungus. More on amphibian decline @dotearth. News release here:

ANN ARBOR, Mich. — The global trade in bullfrogs, which are farmed as a food source in South America and elsewhere, is spreading a deadly fungus that is contributing to the decline of amphibians worldwide, according to a University of Michigan biologist and his colleagues.
SHOW AND TELL: **Story Branding**

**Results:**


- Media outlets in Mexico, Venezuela, Brazil, Peru, Colombia, Chile and Guatemala.

- Andrew Revkin of the Dot Earth blog at *The New York Times* wrote about the research, reprinting about one-third of the U-M release verbatim. Dot Earth has about 2.2 million U.S. visitors per day, according to the *New York Times* website.

- Revkin posted the entire U-M news release, along with a dramatic photograph of a frog farm in Brazil, to his Tumblr account (5,800 followers). He also tweeted the findings (42,000 followers) and posted them to his Facebook page (108,000 subscribers).
SHOW AND TELL: **Story Branding**

**Lessons:**

- Remember the international audience, especially in releases that have strong overseas news angles.
- Strong photographs and/or graphics can extend the reach of any news release dramatically.
- Non-traditional news outlets and social networking platforms can help spread U-M news to vast new audiences in unanticipated ways.
SHOW AND TELL: Breaking News

Pitching Experts Via Twitter

• **Objective:** Media mention on major breaking news
• **Audience:** Mass market + global opinion leaders
• **Target media:** Global
• **Key message:** U-M knows China
• **Take aways:**
  – Move fast, speed kills.
  – Know the journalists and their needs.
  – Target wide with #hashtags + narrow with @mentions
• **Impact:** Prominent mention in Time online
Pitching Experts Via Twitter

GLOBAL MICHIGAN @GlobalMichigan
Reporters: Xiaobing Tang, professor of comparative literature at Univ. of Michigan, applauds #MoYan for winning #Nobel.

GLOBAL MICHIGAN @GlobalMichigan
Reporters: We can e-mail you Tang Xiaobing's quotes re #MoYan. Just request them @gillianwong @taniabranigan @austinramzy #china #nobel
CHINA

China Celebrates Author Mo Yan’s Nobel

By Austin Ramzy | Oct. 11, 2012 | 9 Comments

Tang Xiaobing, a professor of comparative literature at the University of Michigan, called Mo Yan “one of the greatest, most innovative writers in China today” and said his deep focus on a specific region was similar to the style of William Faulkner. Writing after the Nobel was awarded, Tang said it was significant that it “goes to a Chinese writer living and writing in China, a writer who is widely read and respected, whose work does not get attention simply because it is claimed to be dissident or oppositional.”
TAKE-AWAYS
TAKE-AWAYS: Managing the News

Good News:

- Determine who might be interested in the story
- Think visual: video, images
- Go global: determine a broader scope of interest
- Share content
- Collaborate with News Service and other units

Issues Management:

- If you have an issue brewing, call public affairs
COMMUNICATORS’ FORUM: Up next

MARY SUE COLEMAN AND PHIL HANLON

Question and Answer
January 24, 2013
ANNOUNCEMENTS

Let’s hear from you!
THANK YOU

You can go back to work now :)

[University Logo]