WORKING WITH UW NEWS

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uw.edu/news | facebook.com/uwnews | @uwnews

What do we do?

- **Write press releases and pitch stories** to local, national and international media
- **Write Q&As, short stories or social media posts** to share quotes about research on timely topics
- **Connect reporters** with faculty experts
- **Help write, edit and pitch faculty op-eds** and other analysis pieces
- **Train researchers** on speaking with reporters, TV- and radio-specific interviews, and writing for a general-public audience
- **Produce the UW News website,** the **UW Today** email, the **UW in the Media** round-up and the **NewsFlash** newsletter

Why does media coverage matter?

- It helps **build your brand** as an expert in your field
- It **raises the visibility of UW** among prospective students, donors and peer institutions
- It reinforces with the public **the importance of the UW, and of higher education**

What is news to a reporter?

Developments that are surprising, firsts in the field or related to hot news topics. Examples include:

- **Major scientific advances or discoveries.** (papers that are an "important step on the way" are less interesting)
- Research that **affects people's lives or that anyone can relate to** (ex: privacy, package deliveries)
- Research with **interesting findings and/or beneficial applications**
- Research tied to **current news events** (ex: fake news, cybersecurity, natural disasters)
- **Quirky or fun** research (ex: physics of grocery store displays, science of relationships)
- Community-based research with **impacts beyond campus** (ex: mapping barriers for people with disabilities, crunching data to identify drivers of homelessness)
- **Good photos and videos** drive coverage!

When to contact us?

We look for a "news hook" — something that gives reporters a reason to write about this now. Contact us:

- 3-4 weeks *before* publishing, presenting or demonstrating new results. Earlier is better if you have a large finding coming out
- ASAP if you are interested in engaging with the media about how your ongoing research helps shed light on current news events
- If you want to be on our experts list

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COLLEGE OF ENGINEERING STORIES

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engr.uw.edu | facebook.com/UWEngineering | @uwengineering (Twitter + Instagram)

What do I do?
- **Write feature stories** for the COE and UW community
- **Pitch stories** to campus and community partners
    - COE stories regularly appear on **uw.edu** and in the **UW Today** email
- **Produce** COE's alumni publication **The Trend in Engineering** (digital and print) and **Washington Engineer** email for peer institutions
- **Story alignment and communication planning** with department communicators, COE Advancement and UW's central Marketing & Communications team
- **Write short-form content** for social media
- **Arrange for professional photography** when applicable

What makes a good feature story?
- **UW brand alignment** - does the story illustrate one or more of the UW storytelling themes:
    - Research impact
    - Innovation mindset
    - Husky Experience / student experience
    - Public service / outreach / impact
    - Philanthropic impact
- **College connections** – does the story align with COE priorities or initiatives?
- **General interest** - will the story appeal to broad audiences? Is it attention-getting?
- **Intersections** - is there a cross-disciplinary or collaborative component?
- **Images** - do compelling high-resolution visuals exist? If not, are there opportunities for photos?
- **Relevance / timeliness** - why tell this story now?
- **Problems and solutions** - what challenge is being worked out?

COE feature stories generally <u>do not</u> cover (but your dept might!):
- Grants, funding, scholarships and fellowships
    - Instead, tell us about the research!
- Awards and appointments
    - Email webhelp@engr.washington.edu to include on the COE Faculty Awards website
- Conferences, lectures, showcases and other events
    - Your dept communicator may be able to help promote on UW events calendars
    - Post event information several weeks in advance to free public calendars:
      GeekWire: http://www.geekwire.com/calendar/
      Seattle Tech Calendar: http://www.bizjournals.com/seattle/blog/techflash/events/
      Northwest Science Writers Association: http://nwscience.org/calendar/

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CEE DEPARTMENT COMMUNICATIONS

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ce.uw.edu | www.facebook.com/UWCEE | linkedin.com/school/university-of-washington-civil-and-environmental-engineering

What do I do?
- **Write feature stories and produce content:** Department web features and announcements, *The Bridge* alumni newsletter, quarterly email newsletters, etc.
- **Share content across campus:** Collaborate with the COE marketing team and UW News Office to share content and pitch story ideas. CEE feature stories are often shared through the COE web site and newsletters and also the UW Today email.
- **Social media**
- **Develop department communications strategy**
- **Photo and video:** Coordinate with UW photographers and videographer.
- **Events and other outreach support:** As needed

What can you do?
- Keep me up-to-date on major research project milestones and other noteworthy news
- Suggest upcoming photo and video opportunities (is your research group heading out to the field soon, or does your lab have visual hands-on projects?)
- Maintain your faculty profile
- Take pictures and short video clips of experiments, fabrication, etc.
- Use social media (if you want to)

Resources available on MyCEE
https://www.ce.washington.edu/mycee/marcom

Marketing and Communications

News Articles and Feature Stories	Photography	Templates and Documents

Logo and Branding	Web Content and Editing

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