

# Telling your story



# Who we are

## **Julie Poppen**

News Director

Strategic Relations and Communications

## **Sue Postema Scheeres**

Assistant Director of Communications

Office for Outreach and Engagement

# Why Communications?

- Share high impact research and get media coverage
- Share value of higher ed to skeptical public
- Connect with community and the public
- Draw people to events or causes
- Lead to possible donors, funding opportunities
- Contribute to public conversation
- Recruit students, faculty
- Shape feelings and values

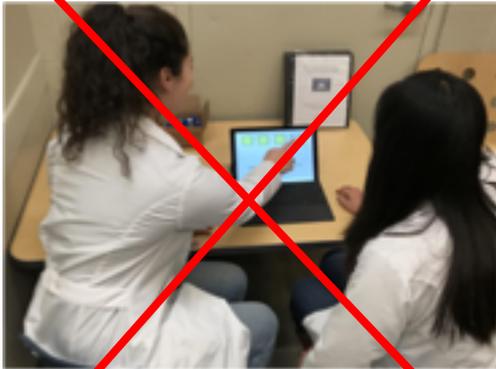
# Communications Strategy

- Identify goals
- Target key audiences
- Develop relevant messages
- Choose appropriate tools
- Set realistic timelines
- Clarify available resources
- Connect with partners (if applicable)
- Compelling image, strong headline
- Sticky issues
- Evaluate impact (survey, click rates)



# Importance of images

- High resolution (at least 3 MB), horizontal
- Needs to tell a story
- Invade people's personal space
- Get photo releases!



# Communications Tools

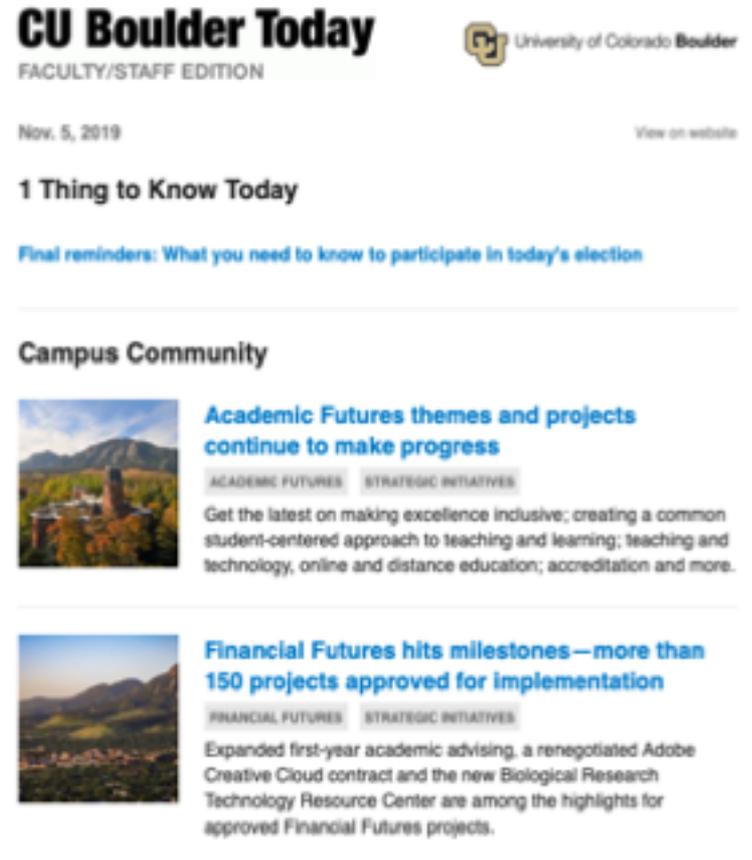
- Owned Media
- Social Media
- Paid Media
- Earned Media



**Communicators on campus and from Strategic Relations are here to help!**

# Owned Media

- Websites
- Blogs
- Newsletter
- Events Calendars  
(CU Boulder, local newspapers)



The screenshot shows the CU Boulder Today website, Faculty/Staff Edition, dated Nov. 5, 2019. The page features a header with the CU Boulder logo and the text 'University of Colorado Boulder'. Below the header, there is a date and a 'View on website' link. The main content area is titled '1 Thing to Know Today' and includes a link for 'Final reminders: What you need to know to participate in today's election'. The 'Campus Community' section contains two articles: 'Academic Futures themes and projects continue to make progress' and 'Financial Futures hits milestones—more than 150 projects approved for implementation'. Each article has a small image and a brief description.

**CU Boulder Today**  
FACULTY/STAFF EDITION

Nov. 5, 2019 [View on website](#)

**1 Thing to Know Today**

[Final reminders: What you need to know to participate in today's election](#)

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**Campus Community**

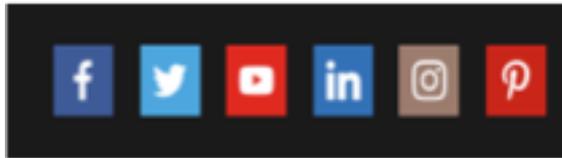
 **Academic Futures themes and projects continue to make progress**  
ACADEMIC FUTURES STRATEGIC INITIATIVES  
Get the latest on making excellence inclusive; creating a common student-centered approach to teaching and learning; teaching and technology, online and distance education; accreditation and more.

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 **Financial Futures hits milestones—more than 150 projects approved for implementation**  
FINANCIAL FUTURES STRATEGIC INITIATIVES  
Expanded first-year academic advising, a renegotiated Adobe Creative Cloud contract and the new Biological Research Technology Resource Center are among the highlights for approved Financial Futures projects.

# Social Media

@CUBoulder (main channel)



@CUOutreach



Follow us! Tag us!



# Paid Media

- Ads
- Fliers
- Brochures
- Magazines
- Paid Social

**CU**  
ON THE  
WEEKEND

**An Arctic Perspective  
on Contemporary  
Global Warming**

LECTURE PRESENTED BY  
**Gifford Miller**  
Professor  
Geological Sciences  
Interim Director  
Institute of Arctic and Alpine Research

WHERE & WHEN  
**Oct. 12 • 1–3 p.m.**  
Jennie Smoly Caruthers  
Biotechnology Building  
CU Boulder East Campus  
3415 Colorado Avenue  
[colorado.edu/outreach/ooe/cu-weekend](http://colorado.edu/outreach/ooe/cu-weekend)

FREE &  
OPEN  
to the  
PUBLIC

 Office for Outreach and Engagement  
UNIVERSITY OF COLORADO BOULDER

**Be Boulder.**

# Earned Media

Internal Stories  
(for CUBT, internal websites)

*Example: Outreach Awards  
Announcement*



External Stories  
(for media outlets)

*Climate change already  
harming public health*



# What makes news?

- Programs, initiatives or services
- Surprising findings
- News you can use
- Outreach



WEATHER ALERT  
1 Weather Alert

**Bacteria bricks? Bacteria that grow into bricks being researched at CU Boulder**



So you're beina sent to the moon and you have to build places for people to live and work. Brinaina a



BEST PRODUCTS ▾ REVIEWS ▾ NEWS ▾ VIDEO ▾ HOW TO ▾ SMART HOME ▾ CARS ▾ DEALS ▾ DOWNLOAD

SCI-TECH | LEER EN ESPAÑOL

## Scientists are working on artificial gravity that won't make you barf

You spin me right round, baby, right round.

BY AMANDA KOOSER | JULY 3, 2019 12:36 PM PDT



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# What makes news?

- Important new findings
- Topical research/projects



**NBC NEWS**

WOMEN'S HEALTH

**Reports of sexual harassment wane at work, possibly thanks to #MeToo**

The #MeToo movement has motivated women to speak out against sexual harassment.

Home News Features Weather About News Tips OSF Rush Report

USEFUL LINKS Weather Forecast In This Together Pump Patrol HOPE Watch

Home News Regional Top Stories California quakes trigger wave of building inspections

## California quakes trigger wave of building inspections

News Regional Top Stories July 8, 2019 Newsroom Staff

51



RIDGECREST, Calif. (NBC) – After back-to-back strong earthquakes in Ridgecrest, California, residents are trying to recover but the city building inspection office is overwhelmed.

Ridgecrest's city building office doesn't employ inspectors but instead contracts with the county.

Since the earthquakes last week, they have brought in eight inspectors from other agencies to help evaluate if buildings are safe.



**NBC NEWS**

SHARE THIS — f t e ...

## Reports of sexual harassment wane at work, possibly thanks to #MeToo

The #MeToo movement has motivated women to speak out against sexual harassment.



# What makes news?

- Forecasts/predictions

**Mashable** VIDEO ENTERTAINMENT CULTURE TECH SCIENCE SOCIAL GOOD SHOP MORE

**The All-New RAV4 Hybrid**  
What if you had style for miles?



## Science

FOLLOW MASHABLE >

AdChoices Tracking Vehicle Train Prices Timetable Train

## Climate change will ruin train tracks and make travel hell

Share on Facebook Share on Twitter +



### BUSINESS

## Worker shortage will hold back Colorado's economic growth in 2018, CU economists predict

Worker shortages expected to slow growth



Helen H. Richardson, The Denver Post

A workman paints lettering on a concrete pillar inside the new Whole Foods Market at Union Station on Oct. 25, 2017 in Denver.

By **ALDO SVALDI** | [asvaldi@denverpost.com](mailto:asvaldi@denverpost.com) | The Denver Post  
December 11, 2017 at 6:00 am

WOMEN'S BASKETBALL

12/29 7 PM CU vs. UTAH

12/31 1 PM CU vs. ARIZONA

BUY NOW

TOP WORK PLACES 2018

THE DENVER POST

THE DENVER POST

Season to SHARE

POWERED BY

Davita

DONATE HERE

SIGN UP FOR NEWSLETTERS AND ALERTS

# What makes news?

- Events and exhibits
- Visual projects



George Rivera at his home in Wheat Ridge. Photo by Jay Bouchard.

## Colorado Artists' Work to Be Displayed at Korea's DMZ Museum



# Media tactics

**THE CONVERSATION**  
Academic rigor, journalistic flair

- Op eds (The Conversation, new member!)
- News releases & pitches
- Hacking the news cycle (tip sheets)
- Rapid response to media & media coordination
- Broadcast studio
- Providing B roll, audio clips & photos
- Talking points and issues management
- Communications plans
- Vetting and getting approval for sensitive, high-profile news content
- Real-time and regular media monitoring
- Media training

# Case study: light at night

## CU Boulder Today

How bright light keeps preschoolers wired at night

© March 5, 2018 • By [Lisa Marshall](#)



“Sensitivity of the circadian system to evening bright light in preschool-age children,” Lameese Akacem, Kenneth Wright, Monique LeBourgeois. March 5, 2018. *Physiological Reports*.

# Case study: Before the release

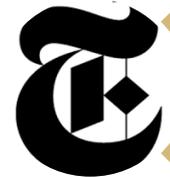


92  
SUPPORTERS  
\$5,957  
RAISED

2015  
crowdfunding  
campaign



Wrote news  
release



Pitched  
individual  
media outlets



Shot video of  
researchers

# Case study: release

The collage features several overlapping digital elements:

- University of Colorado Boulder Website:** Shows the CU Boulder logo and navigation links like "About Us", "Blogs", and "Archive".
- Colorado Arts and Sciences Magazine:** A dark header with the magazine title and a search icon.
- CU Boulder Today Article:** A news article titled "How bright light keeps preschoolers wired at night" by Lisa Marshall, dated March 5, 2018. It includes a "Key Takeaways" section with bullet points and a "Media Kit" link.
- news wise Platform:** A navigation bar with a search box and links for "For Journalists", "For Contributors", "Login", and "Subscribe Now".
- EurekaAlert! Website:** A sidebar with "TRENDING SCIENCE NEWS" featuring articles on pollution, genetic discrimination, cancer drugs, and cannabis.
- Twitter Post:** A tweet from @CUBoulder asking "Is your preschooler having trouble going to sleep? What they're looking at before bed may be the problem." It includes a video thumbnail of a child's face and a link to the article.
- Image Gallery:** A vertical strip of images including a close-up of an owl's face, a camera lens, and a baseball pitcher.

# Case study: results

The New York Times



THE CHECKUP

## To Help Children Sleep, Go Dark



- 120 news mentions
- Possible reach: 142.5 million people
- Estimated publicity value: \$265,656
- SRC video used on 5 TV stations around the U.S. and NYT

# I need communications support.

## What do I do?

- Use CU Event Listing (make it interesting to someone who knows nothing. Will need image!)
- Contact Julie, your college or school communicator or Sue to discuss any of the tools, how to work with the media. **Same email please...we all work together!**
- Contact [cunews@colorado.edu](mailto:cunews@colorado.edu) with a possible media story. **Don't reach out to media yourself.**
- Sign up for media trainings with Julie in SRC.

# What are your stories?

Think about your project. (5 mins)

- What makes it newsworthy?
- What are some timing considerations?
- Who's the audience for the story?
- What are the tools you can use?
- Compelling photos opportunities?

Then discuss with a partner. (5 mins)

# Connect with us!

## Strategic Relations and Communications

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[colorado.edu/today](http://colorado.edu/today)

@CUBoulder



@CUBoulderNews



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[colorado.edu/outreach/ooe](http://colorado.edu/outreach/ooe)

@CUOutreach

