

# Promoting Your Research

## *Ohio University Office of Research Communications*

Working on an exciting study or project that might be of interest to the general public or your colleagues at Ohio University? Don't keep the news to yourself. The Office of Research Communications covers stories about research, scholarship, and creative activity by OHIO faculty, staff, and graduate and undergraduate students.

The office is charged with disseminating information to internal and external audiences about the university's research endeavor. Why is this important?

- Research communications can raise awareness for internal audiences – faculty, staff, and students about the type of research and creative activity underway at the university. This might lead to new interdisciplinary collaborations at the university, and some faculty have reported that the articles have helped attract graduate and undergraduate student assistants to their laboratories and programs.
- Research communications delivers news to external audiences such as the news media, funding agencies, alumni and donors, prospective students and faculty, high schools, and the general public, to better inform people outside of the university about our research endeavors. The office can help disseminate study findings that are relevant to the general public or announce new studies that might be of interest. Research Communications is part of a university-wide effort to raise the national profile of OHIO as a growing research institution, which in turn will help recruit quality faculty and students.



Having your research story published not only helps your visibility on campus and beyond, but also raises the national profile of Ohio University.

## *How We Deliver Your News*

There are several ways the Office of Research Communications can publicize your work:

### ***Perspectives magazine*** ([www.ohiou.edu/perspectives](http://www.ohiou.edu/perspectives))

This publication highlights faculty and student research, scholarship and creative activity in print and online formats. It is published in fall and spring for a diverse audience of 10,000 that includes OHIO faculty and staff; all federal and state elected officials; high school guidance counselors; public libraries; news reporters; peer research universities; research sponsors and other university alumni and friends.

Each issue includes several feature stories on research or creative projects that represent topics of interest to a general readership, as well as a number of short news features on new study findings, major new projects/grants, and graduate and undergraduate work.

### **Research news service** ([www.ohio.edu/researchnews](http://www.ohio.edu/researchnews))

Many of the research and scholarly projects at OHIO yield findings in areas of interest to the regional and national news media. One way to deliver that information to newsrooms around the country is through a news release. These stories focus on work that has been or is being published in a peer-reviewed journal or presented at a professional meeting. Research Communications also looks for new books, newly developed technology and other story items. Our releases are distributed to hundreds of reporters worldwide and have resulted in stories in such outlets as *The Columbus Dispatch*, *The New York Times*, *Scientific American* and *CNN*. Sometimes, a better way to get your news out is to call an individual reporter, called "pitching a story" which is a service we provide by working with University Communications & Marketing, part of University Advancement.

In 2005, the Office of Research Communications launched a monthly Web-based research newsletter that also will be e-mailed to internal and external audiences. The newsletter allows for more frequent delivery of OHIO news that includes not only *Perspectives* magazine features and news releases but also items such as experts on topical news issues, profiles, and student research stories.

Looking for the widest audience for your news? The Office of Research Communications works closely with Communications & Marketing, which produces *Ohio Today*, the university's alumni magazine, *Outlook*, the university's online faculty and staff newsletter, video features and media tip sheets that can reach additional audiences. The office also collaborates with public relations professionals in the colleges and in units such as alumni relations and admissions to provide research news to those audiences.

## *What Steps Do I Take To Publicize My Work?*

### Do you have:

- An upcoming or very recent conference presentation or exhibition of your work?
- A forthcoming or very recent journal article or book?
- A new project launching?
- An outstanding undergraduate or graduate student who is engaged in research or creative work?
- Or can you speak as an expert on a subject currently in the news?

### Contact us!

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Due to space and time limitations, Research Communications is not able to use every story idea it receives. But please don't be discouraged. If we can't do a story in a timely manner, we will forward it to other communications offices on campus that may be able to work with you, or we may follow up with you at a later date.

## Examples of Successful Publication

A few case studies on how this process can work!

**Example 1:** An astronomy professor e-mails the Director of Research Communications about a new study that will soon be published in the journal *Nature*. The director interviews the professor and a colleague at another university about the significance of the research findings and drafts a two-page news story about the work. The professor fact checks the story for accuracy, and the director contacts the funding agency and journal about the intentions to publicize the work. The director coordinates a news release distribution date with the organizations and fields follow up phone calls from the news media about photos, papers or other information related to the story. The professor fields calls directly from the news media. The story results in coverage in news outlets ranging from the *Cleveland Plain Dealer* to the *Washington Post*. The professor subsequently gets calls from the news media to serve as an expert source on related research at other universities.

**Example 2:** The director contacts several faculty members who are involved with separate but related projects on water pollution in southeastern Ohio. The researchers invite the director and a photographer out into the field and into the laboratories to observe the problem first hand and interview them about their work. The director also interviews partners on the project in the community. After the researchers fact check the article, it appears as the cover story of a new issue of *Perspectives* magazine. The researchers subsequently use the article to update their funding agency on the progress of their work and also hand out the article to new graduate students. Several students join the laboratory as a result of reading about the project.