

Publicizing research findings at a glance

Share your research findings.

- Contact the appropriate university communications person early – as soon as your journal article has been submitted
 - A short email (written in lay language) about what you did, what you found and why it is significant, and when you anticipate acceptance and online publication. Attach the full manuscript (or abstract if for a meeting presentation)
 - To maximize chances of having a news release written, you must be able to explain it in terms understandable and interesting to the news media and the general public
- A member of university communications will respond
 - If university communications want to pursue as a news release, plan on 90 minutes to two hours for the communications rep to interview you about your paper. If you are told your research is not newsworthy, don't despair – lots of research takes place and the public relations staff is small
 - Announcements about grants, appointments and awards rarely get more coverage than brief mentions in local newspapers
- Plan to be available all day when the story is released and possibly longer if it becomes a major story. To maximize coverage, you will need to be available by phone and email to respond to reporters
 - You must be available to answer media phone calls and e-mails as quickly as possible. The media work in a very rapid time frame, so a reporter may drop your story and move to something else if they cannot reach you immediately or hear back from you within minutes to an hour at most.

Why should faculty members consider publicizing their research?

- Stories are read by state legislators, citizens, donors and, when there is national publicity, people at federal funding agencies
- Research results can help inform decisions on important public issues
- Press coverage makes it more likely research will be seen and cited by other scientists
- Press coverage of research often results in valuable contacts with potential collaborators

What about photographs?

- Jpg at 300 dpi and at least 4 inches by 6 inches or larger.
- Tightly framed on at one or at most two researchers doing something in the lab or field

Who do I contact if I would like to publicize an upcoming study?

Lee Siegel, science news specialist, University of Utah Communications, 801-581-8993, lee.siegel@utah.edu covers the colleges of science, engineering (with Aditi Risbud), mines and Earth sciences and does some news releases out of social and behavioral sciences (especially anthropology and psychology) and health sciences.

--Julie Kiefer, University of Utah Office of Public Affairs, (801) 597-4258, julie.kiefer@utah.edu, responsible for covering science stories in the School of Medicine and dentistry, and colleges of pharmacy, nursing and health.

-- Kathy Wilets, associate director, Health Sciences Center Public Affairs, 801-581-5717, Kathy.Wilets@hsc.utah.edu also covers some research.

-- Aditi Risbud, senior communications and marketing officer, College of Engineering, 801-587-9038, aditi.risbud@coe.utah.edu covers research in all departments in College of Engineering. Also does news releases on college events.

-- Valoree Dowell, national news specialist, University of Utah Public Relations, 801-585-6861, v.dowell@utah.edu responsible for covering colleges of social and behavioral sciences (with Lee Siegel), fine arts, architecture and planning, education and social work,

-- Remi Barron, public relations specialist, University of Utah Public Relations, (801) 581-7295, r.barron@utah.edu covers the College of Law, Tech Ventures Development, sustainability and facilities.

-- Jana Cunningham, public relations specialist, 801-581-3862, jana.cunningham@utah.edu, responsible for covering research in colleges of business and humanities.

-- Collin Barrett, public relations specialist, College of Science – office 801-587-8527, barrett@science.utah.edu. News releases on college events, honors.

-- Sonita Claiborne, PR communications coordinator, Office of the Vice President for Research – 801-581-7236, sonita.claiborne@utah.edu, responsible for social media and creative web content on quick research updates across campus.