

The logo for the University of Florida, consisting of the letters 'UF' in white on a red square background.

UF

THE CHANGING

MEDIA LANDSCAPE

May 1, 2017

NICOLE YUCHT

*Assistant Vice President,
UF Communications*



▶ THE OLD NEWS

UF



press release



media coverage



▶ THE NEW NEWS

UF



The New News

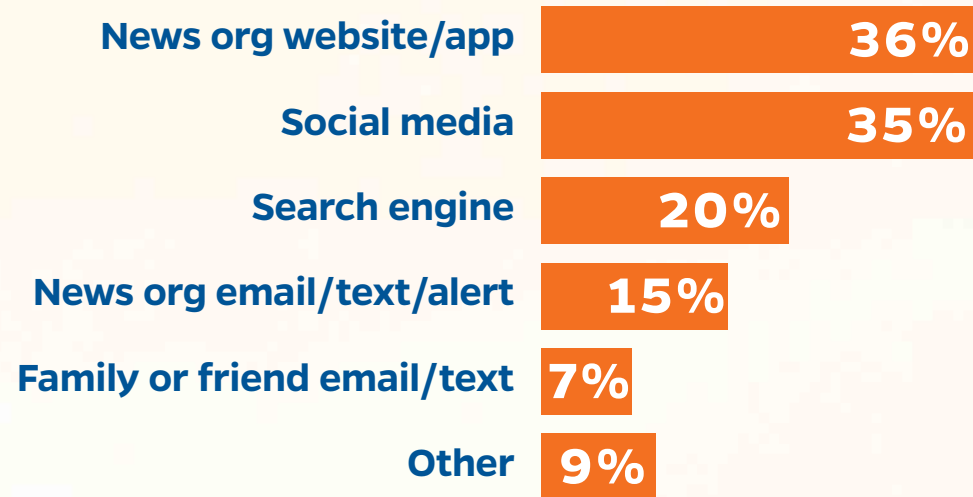
81% of Americans
get at least some
of their news from
websites, apps or
social networking
sites

62% of Americans
get news on
social media ...

18% do so often

- Pew Research Center May 26, 2016

New News



Online news consumers were about equally likely to get news by going directly to a news website as getting it through social media

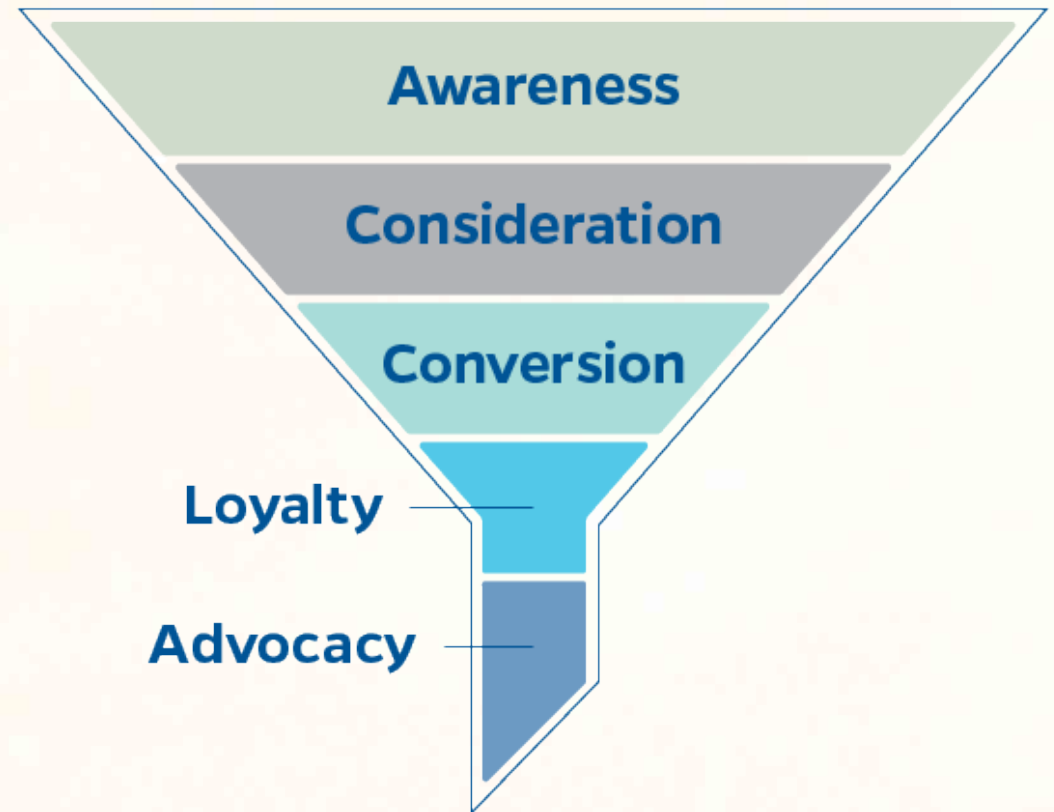
65% of online news consumers had one preferred pathway for getting most of their online news



- Getting news from family and friend emails and texts elicited the most follow-up activity
- 73% of these instances were acted upon in some way

▶ **WHY THIS IS IMPORTANT**

Reputation Funnel



▶ ACADEMIC PEER
AWARENESS STUDY

UNAIDED AWARENESS

When you think about the leading public universities in the country, which universities come to mind?

	Total		Total
Base: Total Sample	152 %	Base: Total Sample	152 %
University of Michigan	27	University of Florida	4
University of California - Berkeley	21	University of Southern California	4
University of Texas	21	State University of New York	3
University of California - Los Angeles	19	Texas A & M	3
University of North Carolina	14	University of Georgia	3
Ohio State University	14	University of Washington	3
University of Virginia	13	North Carolina State University	3
University of California (Unspecified)	13	University of California - San Diego	3
Pennsylvania State University	8	Virginia Tech	3
University of Wisconsin	8	College of William and Mary	3
Michigan State University	7	University of Maryland	3
University of Illinois	5		

(Principal Mentions)

UNAIDED AWARENESS

KEY TAKEAWAY:

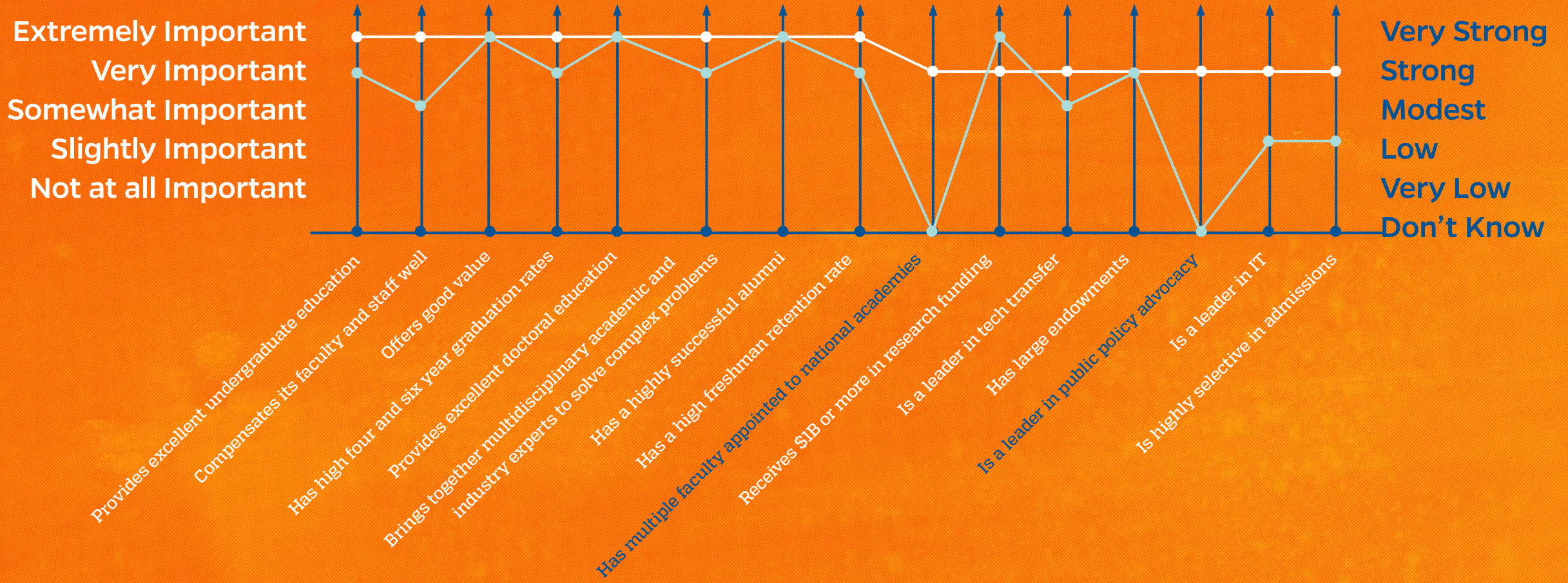
Unaided awareness of UF is low.

Sample	Total	Base: Total Sample	Total
	152		152
	%		%
University of Florida	4	University of Florida	4
University of California - Berkeley	21	University of Southern California	4
University of Texas	21	State University of New York	3
University of California - Los Angeles	19	Texas A & M	3
University of North Carolina	14	University of Georgia	3
University of Virginia	14	University of Washington	3
University of Virginia	13	North Carolina State University	3
University of California (Unspecified)	13	University of California - San Diego	3
Pennsylvania State University	8	Virginia Tech	3
University of Wisconsin	8	College of William and Mary	3
Michigan State University	7	University of Maryland	3
University of Illinois	5		

(Principal Mentions)

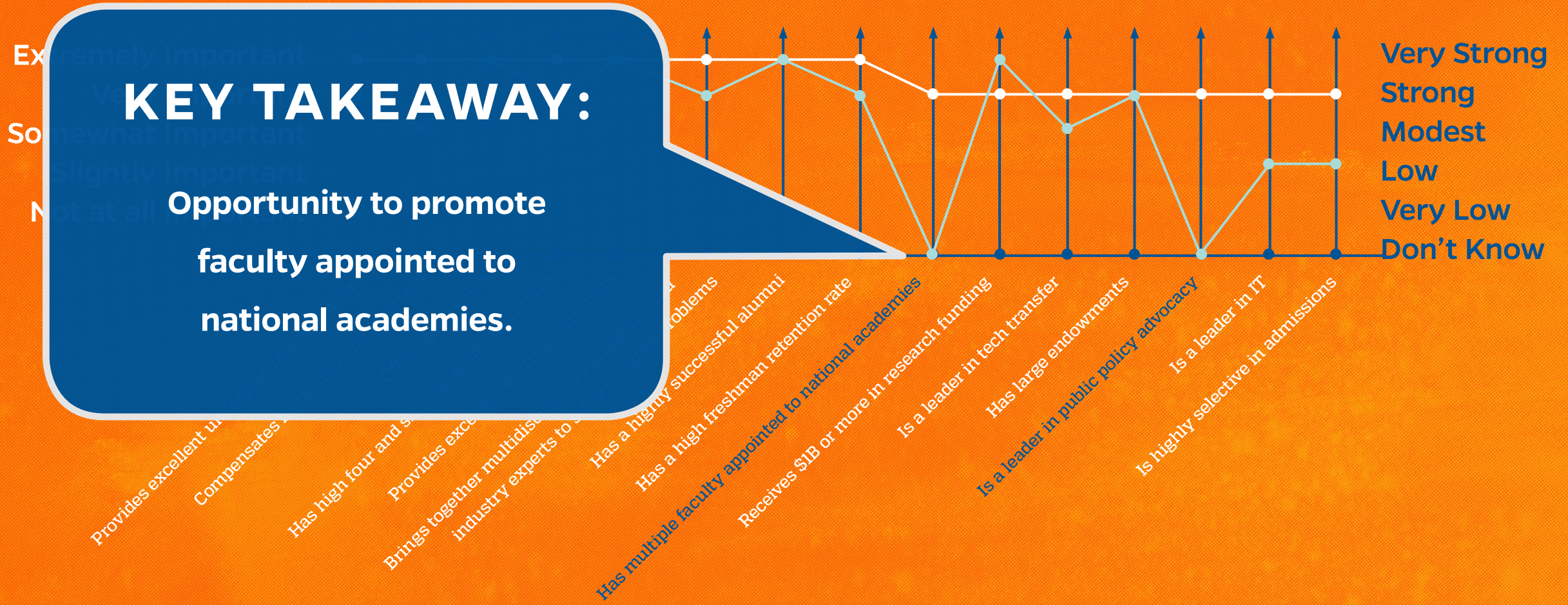
Assuming you were asked to rate leading institutions, how important would each of the following factors be in that rating?

Rating of UF's perception in these factors



Assuming you were asked to rate leading institutions, how important would each of the following factors be in that rating?

Rating of UF's perception in these factors



**IN YOUR OPINION, WHAT ARE THE UNIVERSITY OF FLORIDA'S
GREATEST STRENGTHS AS A NATIONAL UNIVERSITY?**

	Total		Total
	N = 131		N = 131
	%		%
State of Florida's Flagship institution	40	Biodiversity research	10
Athletic Success	34	Brain Research	10
STEM education	23	Early childhood development research	8
Engineering programs	18	Emerging pathogen research	8
Offers good value and ROI	18	Florida Museum of Natural History	8
Classification as a Land Grant, Sea Grant and Space Grant Institution	16	Institute of Food and Agricultural Sciences (IFAS) Extension Program	7
Comprehensive and multidisciplinary research	16	Transfer of technology to enterprise	7
Health science programs	14	Food safety and security	6
Water research	14	Some other factor	5
Hospital system	11	Not sure	27
Latin American Studies	11		

(Principal Mentions)

**IN YOUR OPINION, WHAT ARE THE UNIVERSITY OF FLORIDA'S
GREATEST STRENGTHS AS A NATIONAL UNIVERSITY?**

	Total		Total
	Base: Those Able To Rate Overall Reputation for UF N = 131 %		Base: Those Able To Rate Overall Reputation for UF N = 131 %
State of Florida's Flagship institution	40	Biodiversity research	10
	34	Brain Research	10
	23	Early childhood development research	8
	18	Emerging pathogen research	8
	18	Florida Museum of Natural History	8
	16	Institute of Food and Agricultural Sciences (IFAS) Extension Program	7
	16	Transfer of technology to enterprise	7
	14	Food safety and security	6
	14	Some other factor	5
	11	Not sure	27

KEY TAKEAWAY:

A high percentage of respondents, while knowing the UF name, are unable to list any strengths.

(Principal Mentions)

IN YOUR OPINION, WHAT ARE UNIVERSITY OF FLORIDA'S GREATEST WEAKNESSES OR LIMITATIONS AS A NATIONAL UNIVERSITY?

	Total		Total
Base: Those Able To Rate Overall Reputation for UF	N = 131	Base: Those Able To Rate Overall Reputation for UF	N = 131
	%		%
Lack of awareness	29	Research funding	9
Geographic location	23	Faculty quality	8
Athletic reputation	19	Size of health system	7
Student quality	16	Some other factor	6
Size of university	13	Facilities	4
Institutional leadership	10	Value or ROI	4
Lack of resources	10	STEM Education	3
Graduate programs	9	Not sure	37

(Principal Mentions)

IN YOUR OPINION, WHAT ARE UNIVERSITY OF FLORIDA'S GREATEST WEAKNESSES OR LIMITATIONS AS A NATIONAL UNIVERSITY?

	Total		Total
Base: Those Able To Rate Overall Reputation for UF	N = 131	Base: Those Able To Rate Overall Reputation for UF	N = 131
	%		%
Lack of awareness	29	Research	
Geographic location	23	Faculty	
Athletic reputation	19	Size of	
Student quality	16	Pa	
Size of university	13	Valu	
Institutional leadership	10	STEM E	
Lack of resources	10	Not sur	
Graduate programs	9		

(Principal Mentions)

KEY TAKEAWAY:

Awareness in the South is greater than elsewhere, but geographic location is noted as a perceived weakness.

HOW DO YOU CURRENTLY LEARN ABOUT ACADEMIC PEER INSTITUTIONS?

	Total		Total
Base: Total Sample	N = 152 %	Base: Total Sample	N = 152 %
Friends and colleagues	69	Televised sporting events	13
College website	63	Television	13
Professional conferences	58	Pamphlets or brochures	9
Inside Higher Education or other daily e-news	53	Online advertising	6
Professional journals	41	Radio	5
Newspapers	24	Some other source	4
Some other website (other than the college website)	22	In the mail	3
Social media	19	Not sure	3

[Principal Mentions]

HOW DO YOU CURRENTLY LEARN ABOUT ACADEMIC PEER INSTITUTIONS?

	Total		Total
Base: Total Sample	N = 152	Base: Total Sample	N = 152
	%		%
Friends and colleagues	69	Televised s	
College website	63	Tevisio	
Professional conferences	58	On	
Inside Higher Education or other daily e-news	53	Radio	
Professional journals	41	Some ot	
Newspapers	24	In the ma	
Some other website (other than the college website)	22	Not sure	
Social media	19		

(Principal Mentions)

KEY TAKEAWAY:

Faculty and colleagues are our best opportunity for increasing awareness.

▶ OBJECTIVE

- Broaden the sphere of influence for University of Florida experts nationally
- Spearhead a thought-leadership strategy to bolster faculty share of voice

Positioning Faculty on the National Stage



“Effectively communicating science to the public is an important component of research. Indeed, many funding agencies now demand that a plan for sharing the results be a part of every proposal. A scientifically literate public is better equipped to make decisions about important issues like climate change and space exploration.”

Dr. Win Phillips

UF Chief Operating Officer

Former Vice President for Research

Positioning Faculty on the National Stage



“What we do here at the university is far too important to keep secret ... It’s a way for [the researcher] to connect with the public – the public often being the ones picking up the tab for the research.”

Paul Doering

Emeritus Distinguished Service Professor,
Pharmacotherapy and Translational Research,
College of Pharmacy

Positioning Faculty on the National Stage



“If I don’t do the interview, some PR-hungry bozo will. Better to spend the time getting out correct information than having to put out fires borne of misinformation.”

George Burgess

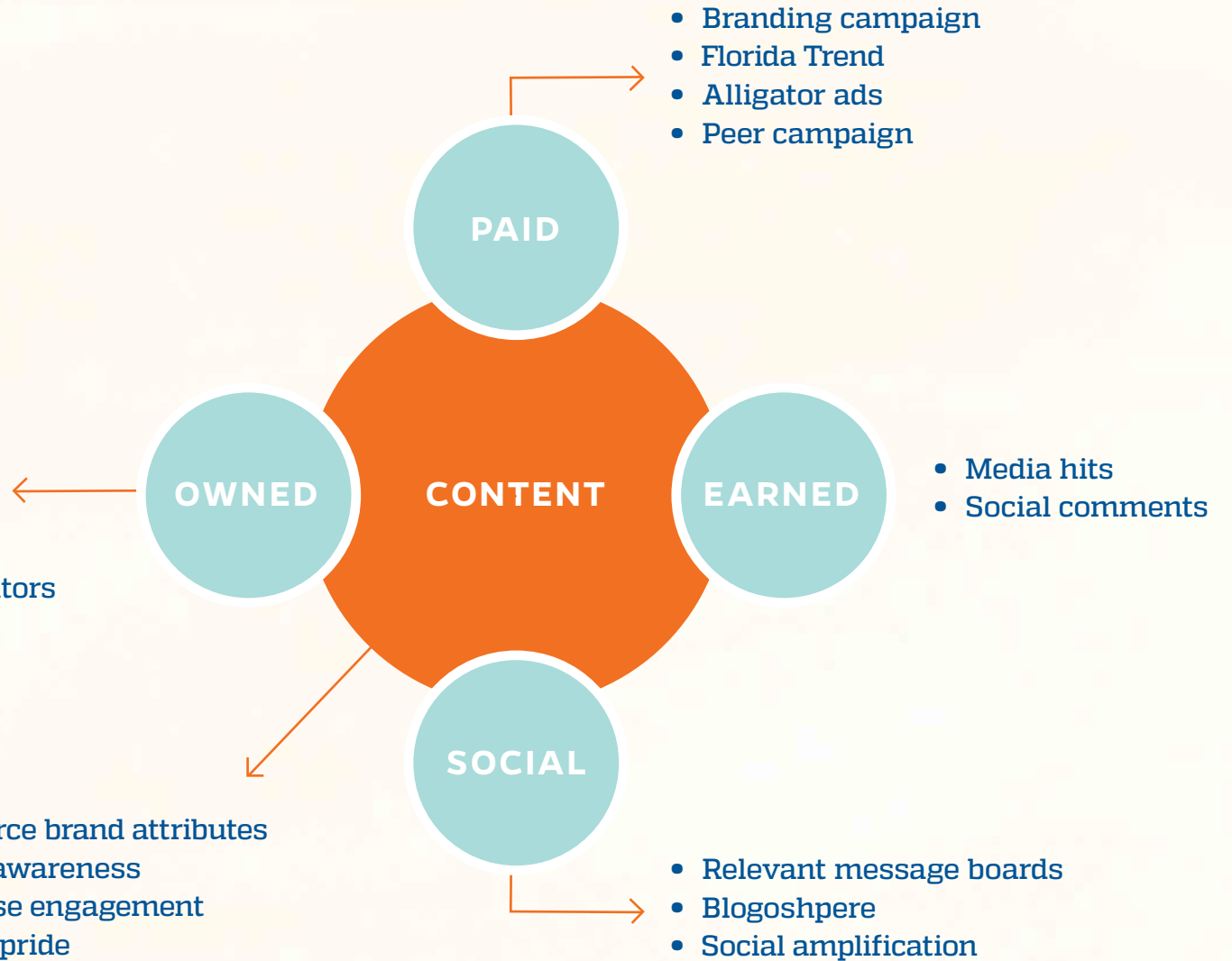
Director, Florida Program for Shark Research

Florida Museum of Natural History

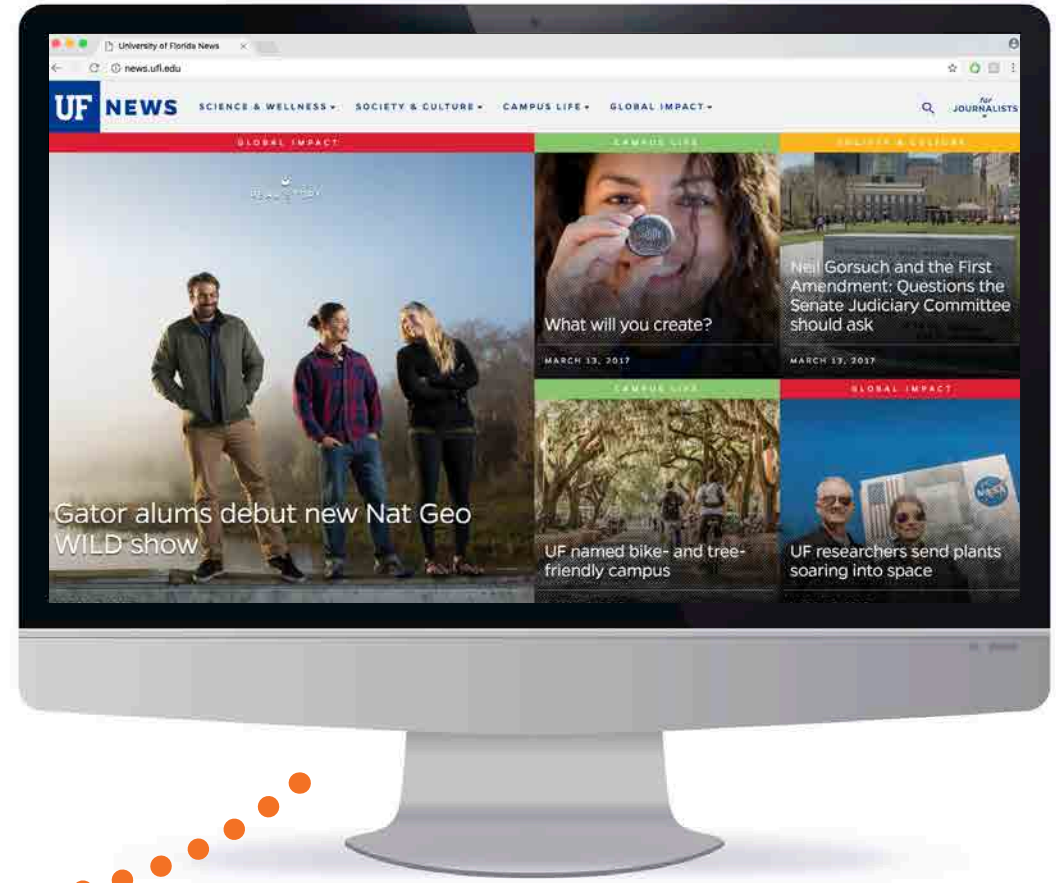
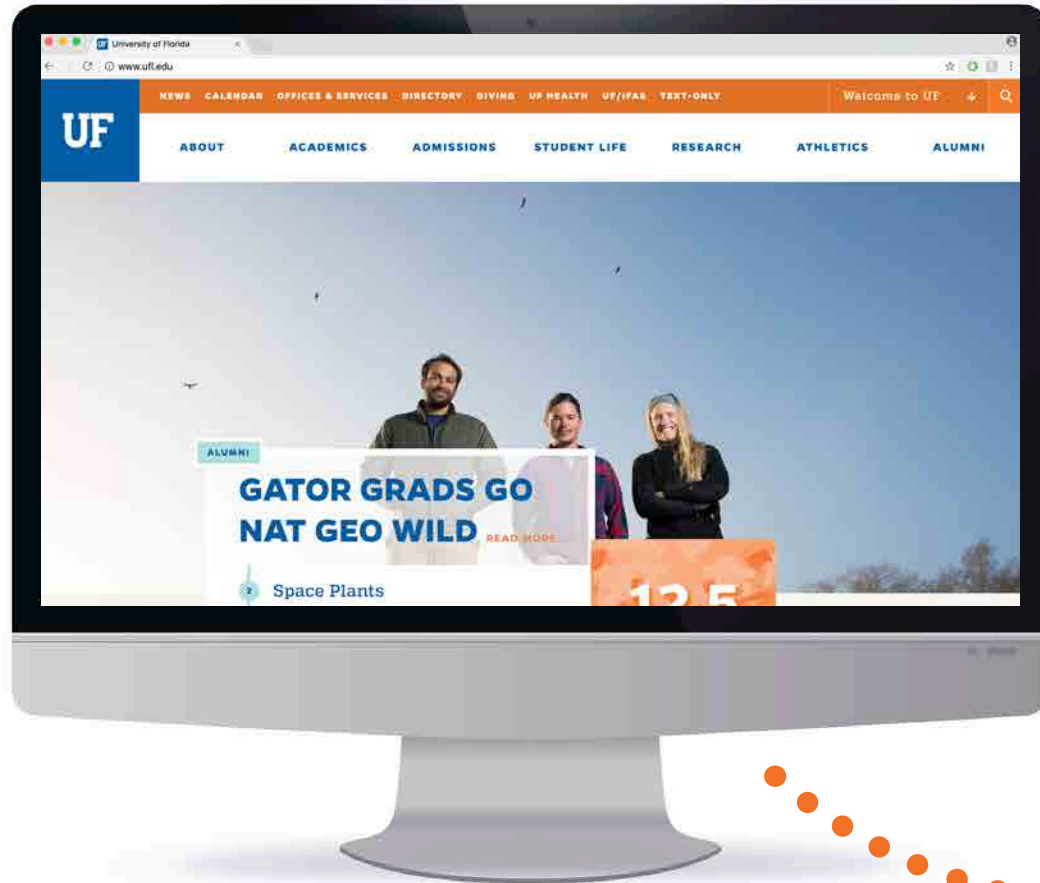
▶ THE BIG PICTURE

- Media pitches
- Social channels
- Digital assets
- On-hold messages
- Marquees
- Welcome Center monitors

- Reinforce brand attributes
- Raise awareness
- Increase engagement
- Foster pride



Owned Channels



Traditional News Generation

Traditional News Generation

▶ TASTIER TOMATOES



Traditional News Generation

**Bringing Back
A Tastier Tomato**

CBS NEWS

**A Chemical Genetic Roadmap
to Improved Tomato Flavor**

SCIENCE

**How Science Ruined Tomatoes
(and How It Can Fix Them)**

BLOOMBERG VIEW

**A GENETIC FIX TO PUT THE TASTE
BACK IN TOMATOES**

SCIENCE

**The Quest to Return Tomatoes
to Their Full-Flavored Glory**

SMITHSONIAN.COM

**SCIENTISTS SAY SOMETHING IS
VERY WRONG WITH THE TOMATO**

HUFFINGTON POST

*Scientists Finally Figured Out How To
Make Tomatoes Taste Good Again*

SCIENCE

**TEAM DISCOVERS KEY TO
RESTORING GREAT TOMATO**

PHYS.ORG

**Grocery Store Tomatoes Taste Like Cardboard—
Florida Researchers are Fixing That**

LOS ANGELES TIMES

*In Quest to Grow a Better Tomato,
Breeders Forgot About Taste*

PBS NEWSHOUR

**Scientists Develop Genetic
Path to Tastier Tomatoes**

NATIONAL SCIENCE FOUNDATION

**Scientists Have a Plan to
Make Tomatoes Great Again**

CBC NEWS

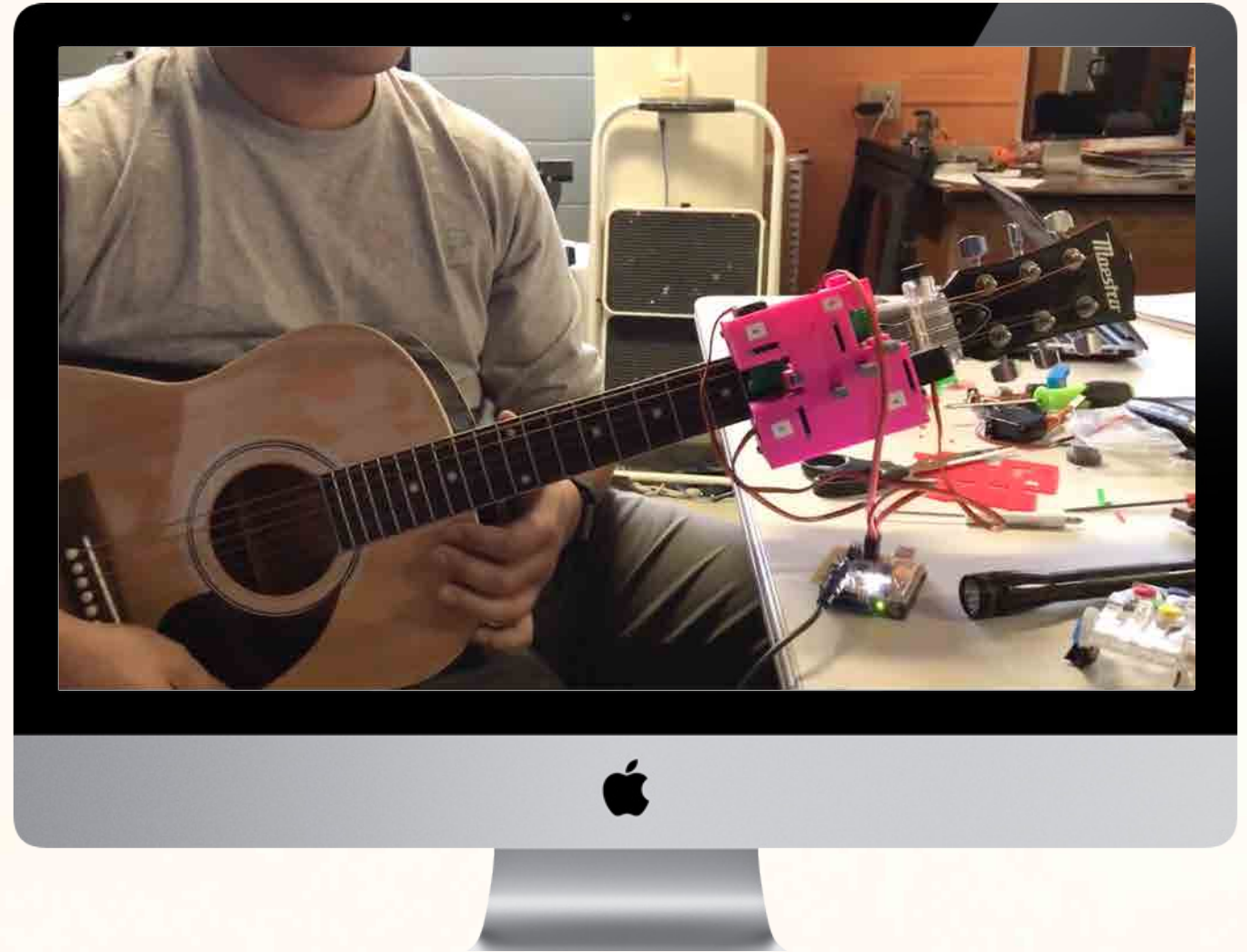
**SCIENCE EXPLAINS WHY
MODERN TOMATOES SUCK**

FWX

**How to Pick the Tastiest
Tomato, According to Science**

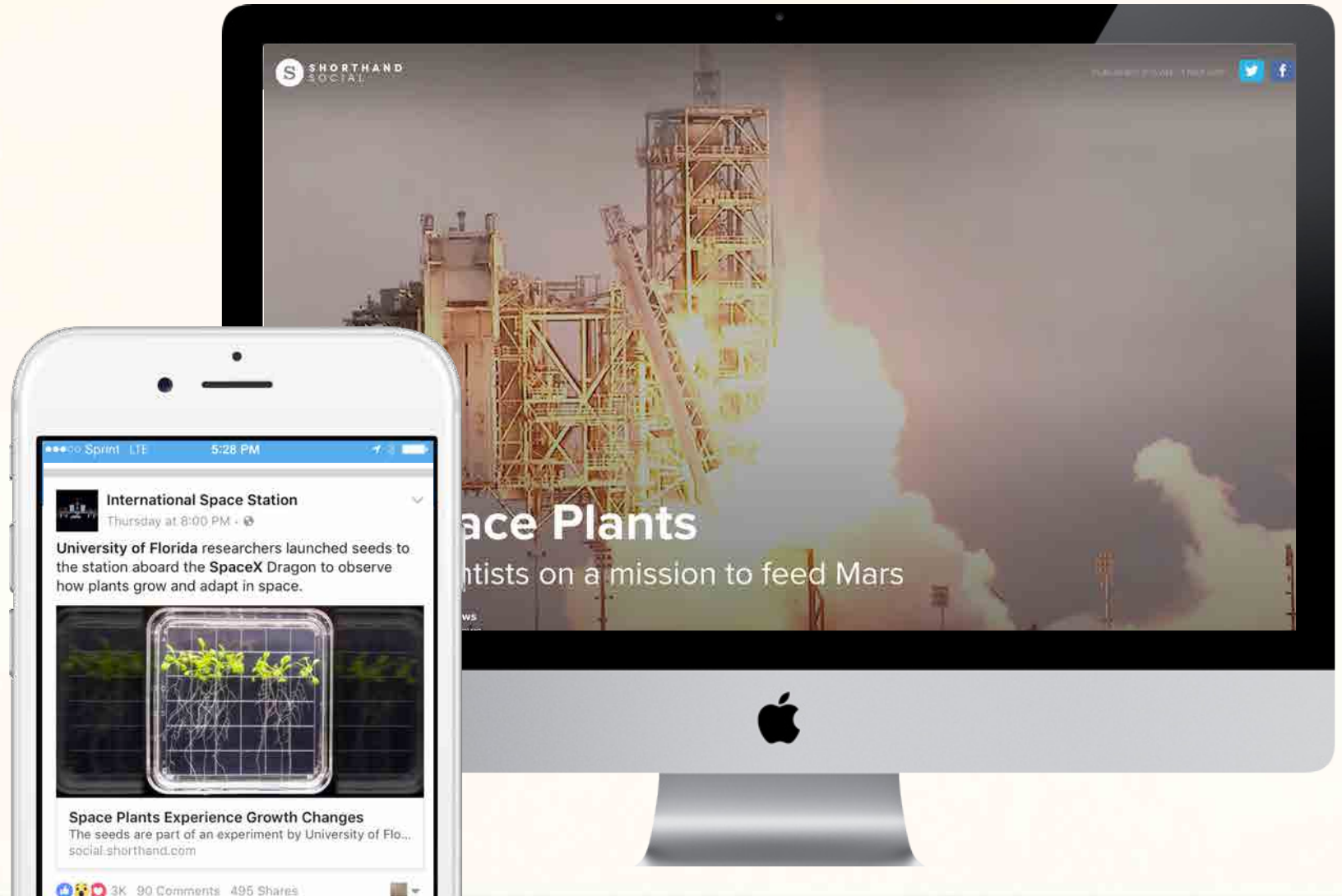
TODAY

▶ BEST LAID
PLANS . . .



Content Partners

▶ SPACE PLANTS



International Space Station
Thursday at 8:00 PM · 🌐

University of Florida researchers launched seeds to the station aboard the SpaceX Dragon to observe how plants grow and adapt in space.



Space Plants Experience Growth Changes
The seeds are part of an experiment by University of Flo...
social-shorthand.com

👍👎🗨️ 3K 90 Comments 495 Shares

Partnering with Journalists

▶ ST. AUGUSTINE

Hurricane Matthew: Many historic buildings in St. Augustine, Florida damaged

Jason Dearen, The Associated Press

Published: November 2, 2016, 12:10 pm | Updated: November 2, 2016, 12:36 pm

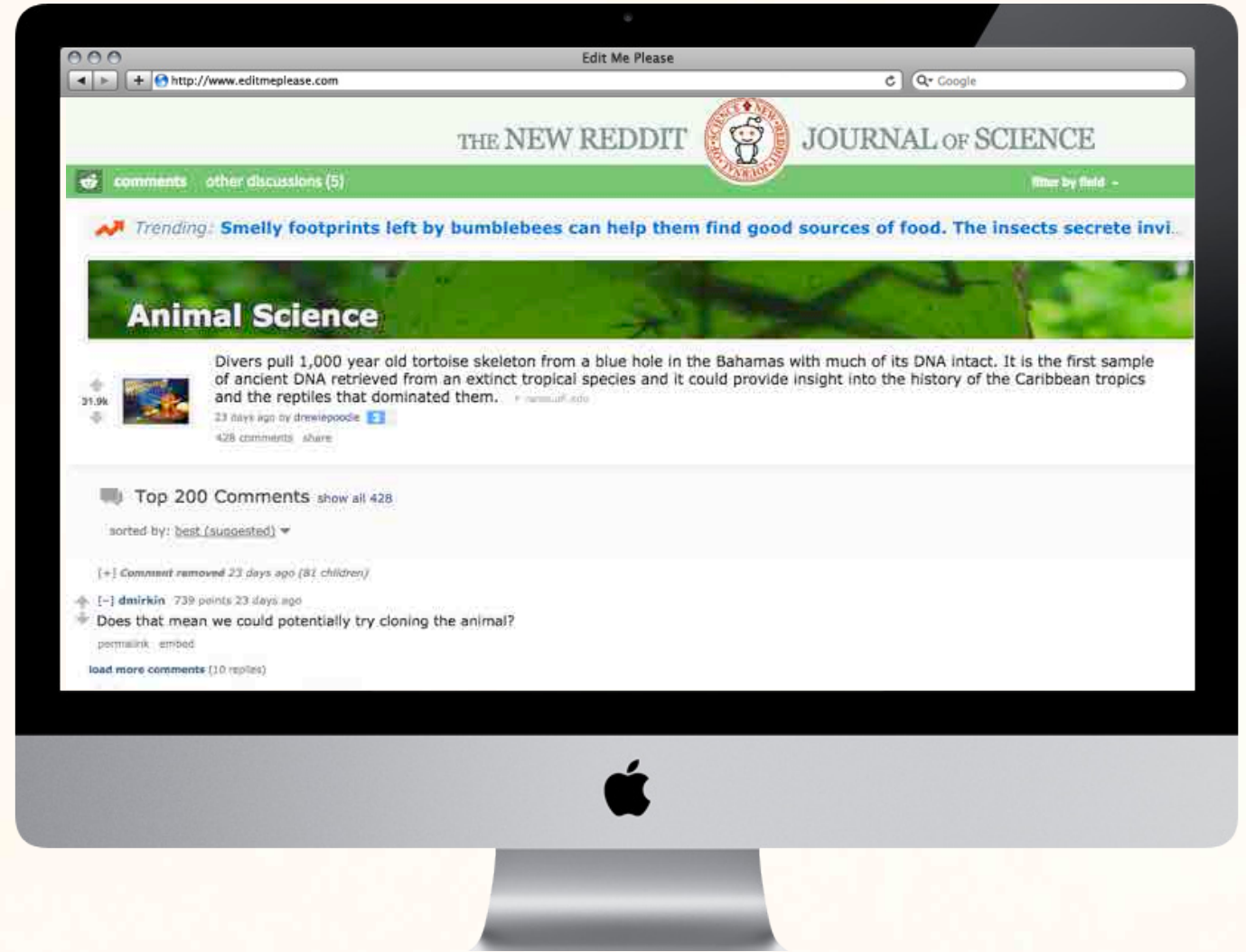


FILE PHOTO In this Oct. 28, 2016 photo, one of the many businesses on the St. Augustine waterfront is being repaired after it was damaged by flooding during Hurricane Matthew. More than 1,000 historic homes and buildings were damaged by storm surge, a University of Florida team has found. Water flooded all seven of St. Augustine's federally designated historic districts last month. (AP Photo/Jason H. Dearen)

Direct to Audience

Direct to Audience

▶ TORTOISE
DNA



Direct to Audience

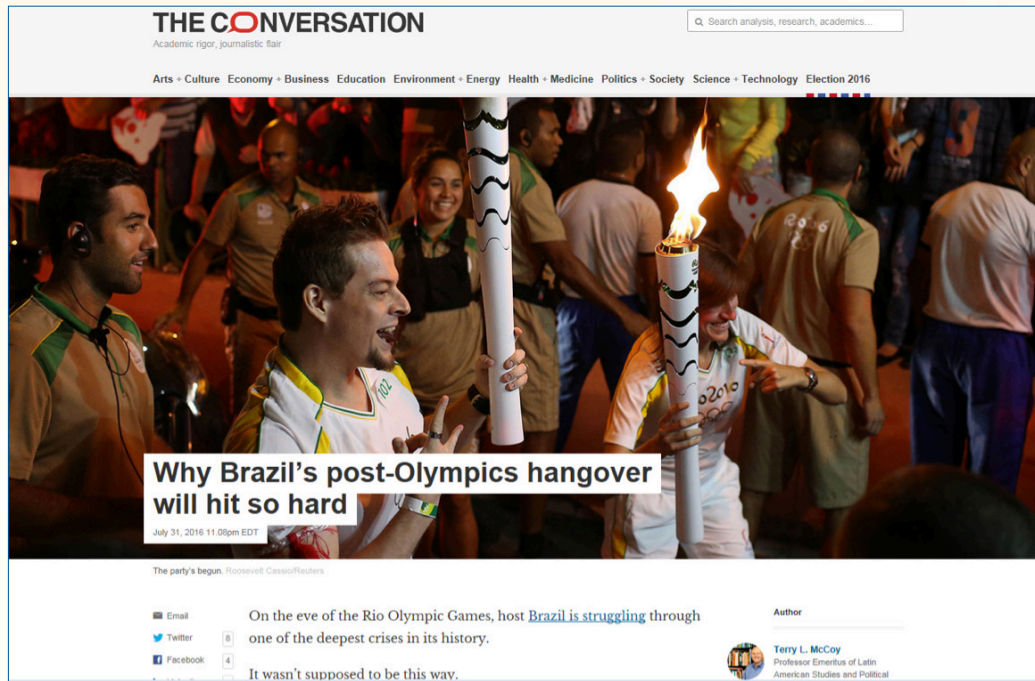
▶ SMELL & TASTE



▶ THE CONVERSATION

The Conversation publishes the original research of academics in the form of 900-word commentary in the areas of health and medicine, science and technology, politics and society, education, and environment and energy.

- Matches faculty experts with trending topics
- Publishes verbatim commentary including headlines and photos
- Publishes under a Creative Commons license
- Extensive promotion through social media
- Real-time reporting shows how many readers are viewing the commentary and which national outlets have republished the articles
- Since becoming one of 19 founding members of the site, UF has experienced 30 percent increase in the number of articles that have been republished in national media outlets.
 - › Other founding members include the University of Michigan, Penn State, Vanderbilt and the University of South Florida



The screenshot displays the homepage of 'THE CONVERSATION', which features the tagline 'Academic rigor, journalistic flair'. A navigation menu lists various topics such as Arts, Culture, Economy, Business, Education, Environment, Energy, Health, Medicine, Politics, Society, Science, Technology, and Election 2016. The main content area shows a photograph of people at a torch relay event with the headline 'Why Brazil's post-Olympics hangover will hit so hard' and a sub-headline 'On the eve of the Rio Olympic Games, host Brazil is struggling through one of the deepest crises in its history.' The author is identified as Terry L. McCoy, Professor Emeritus of Latin American Studies and Political Science.

▶ THE CONVERSATION

Successful national promotion
of UF faculty in 2016:

- Contacts made with faculty members: **Approx. 350**
- Articles published: **93**
- **72 percent** from proactive pitches
- Total page views: **2,951,472**
- Re-publication venues: New York Times, Washington Post, Time Magazine, National Public Radio, National Geographic
- Global reach: U.S., U.K., Canada, Australia, India, Brazil, Germany, France, Netherlands, Singapore

Mobilization Strategy

Think outside the box in terms of storylines

Targeted pitches vs. mass news releases

Tell stories on our own channels

Use all tools in the thought-leadership arsenal

Join conversations already happening

Provide media training to faculty experts

Support efforts with paid media

What makes a good story?

Timely or trending topic

Impact beyond
the field of study

A useful lesson
readers can apply
in their own lives

Quirky, odd or intriguing

Surprising or
counterintuitive

Overcoming a challenge

Solving (or trying
to solve) a mystery

Conversational, layman-
friendly voice

Visual potential

A large, detailed sculpture of an alligator is the central focus, positioned in front of a multi-story brick building. The alligator is shown in profile, with its mouth wide open, revealing sharp teeth. The building behind it has a prominent glass entrance and a set of wide stairs. The sky is bright blue with scattered white clouds. Overlaid on the image are four white text boxes with orange borders, connected by thin blue lines. The text boxes contain the following phrases: 'HELPING FACULTY', 'NAVIGATE', 'THE CHANGING', and 'MEDIA LANDSCAPE'.

HELPING FACULTY

NAVIGATE

THE CHANGING

MEDIA LANDSCAPE