



The UF Office of Strategic Communications & Marketing (SCM) brings faculty, staff and student stories to the world. We provide communications expertise and partner with individuals across the campus community to share stories of innovation, research and discovery. These storytelling approaches include:

- News releases, stories, videos and op-eds (news.ufl.edu)
- Faculty experts center (experts.ufl.edu)
- Research Promotion Initiative (<https://news.ufl.edu/research-promotion-initiative-/>)
- From Florida podcast (iTunes, Spotify and other streaming services)

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Tips:

- **Has your article been accepted by a journal?** Let us know! Consider sharing information about your research paper, book, essay or scholarly monography **pre-publication** through our [Research Promotion Initiative](#). By giving us a heads up, we can partner with you to determine how best to promote your scholarship and/or research advancements.
- **Provide commentary on current events:** Our team connects interested faculty with media to provide expert analysis and commentary on current events and/or scholarship and research innovations. SCM also facilitates creation and placement of opinion pieces written by our faculty in major media outlets. To be listed on our experts page, visit the website listed above.
- **Video/audio/infographics:** With today's vast array of communication channels, it is critical to provide media outlets with the types of materials they need to tell your stories. Photos, videos, audio files and graphics are among the most commonly requested items. Our team may be able to partner with you to create some of these assets.
- **Tell us about trends:** Sharing any interesting trends in your field of research or academic discipline with us may open an opportunity for a media outlet to be interested in pursuing an in-depth story.
- **Student learning/projects/research:** Promoting student work and successes is a high priority for many funding and higher education organizations. Please let us know if you are working with students on interesting research, projects or learning experiences so we can consider highlighting this work in feature stories.

We want to hear from you and hope you will reach out to SCM with ideas!