

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

UF

Driving Thought Leadership to Advance UF Faculty's National/International Stature

A photograph of the University of Florida campus at sunset. The central focus is the tall, brick clock tower. To the left is the main building with a gothic-style spire. The sky is a mix of orange and blue, and there are trees in the foreground. A blue geometric pattern of interconnected dots and lines is overlaid on the right side of the image.

Nancy Paton
Vice President, Strategic Communications and Marketing
October 21, 2021

UF Faculty as National Thought Leaders in Higher Education

- Faculty expertise drives national stature
- Showcasing trusted experts builds and sustains reputation

Goal:

- Create communications platforms that strengthen faculty expert reputation

A Robust Content Ecosystem

1. Identify Opportunities

Identified through campus monitoring and/or awareness of faculty scholarship/research

2. Develop & Execute Ideas

Understand the scale and possible application(s) of the opportunity, then execute

3-A. Media Outlets

Story and/or expert pitched to most suitable news outlets (national vs. regional vs. specialty)

3-B. UF Channels

Story and/or expert featured in rich content formats (video, podcast, etc.) and published to owned channels (UF News, social media, etc.)

3-C. Direct Outreach via Digital

Stories shared with higher education leaders, government officials, advocates, national influencers via campaigns (email, social media, special publications, etc.)

4. Measure & Optimize

Constant analysis of performance across paid, owned and earned channels leads to continuous strategy refinement to maximize efficacy

A Robust Content Ecosystem



AMY WILLIAMS
Assistant Professor of Geology
Scientist on NASA Curiosity &
Perseverance Missions to Mars

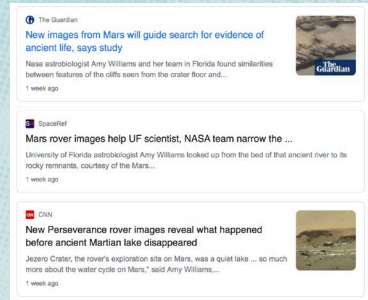
1. Identify Opportunities

Connected with Professor Williams on upcoming article in Science on Mars images

2. Develop & Execute Ideas

Worked with NASA and other entities to coordinate release and promotion

3-A. Media Outlets



3-B. UF Channels



3-C. Direct Outreach via Digital



4. Measure & Optimize

Monitor performance across paid, owned, earned channels

National & International Media Interest

Primary Targets:
Higher Education Influencers, Professional Public

Secondary Targets:
Higher Ed Leaders/Faculty,
UF Community, Advocates, Influencers

PHOEBE STUBBLEFIELD, Ph.D.
Forensic Anthropology

Revealing the truth about the Tulsa Race Massacre

5M IMPRESSIONS
46K ENGAGEMENTS

5M IMPRESSIONS
46K ENGAGEMENTS

4.1M IMPRESSIONS
29K ENGAGEMENTS

4.1M IMPRESSIONS
29K ENGAGEMENTS



1M

5M

10M

Total Reach

11M IMPRESSIONS
8K ENGAGEMENTS



352K ENGAGEMENTS



Tulsa digs again for victims of 1921 race massacre
"I realize we can tell this story the way it needs to be told, now," said a forensic anthropologist.

4.7K 1.9K Comments 1.6K Shares

Like Comment Share

17M IMPRESSIONS
5K ENGAGEMENTS



Social Media Amplification

Primary Targets:

Higher Education Influencers, Professional Public

Secondary Targets:

Higher Ed Leaders/Faculty,
UF Community, Advocates, Influencers

BRUCE SPIESS, MD
UF Health
anesthesiologist
develops respirator
mask from existing
hospital materials

66K ENGAGEMENTS

137K ENGAGEMENTS

10K

100K

200K

500K

Total Reach

400K PEOPLE REACHED

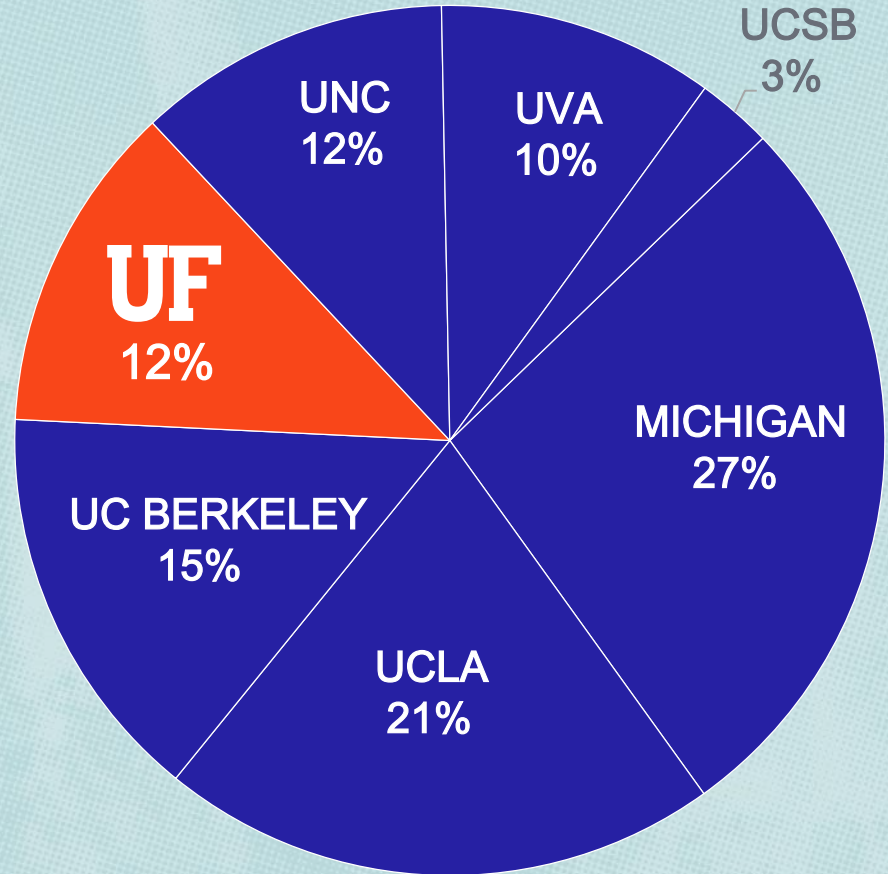
325K PEOPLE REACHED

Showcasing UF Faculty Across All Multi-Media Channels

The collage displays a variety of multi-media content showcasing UF faculty across several channels:

- Print News:**
 - The New York Times:**
 - Opinion: "I'd Need Evidence Before I'd Get a Covid-19 Vaccine. It Doesn't Exist Yet." by William J. Wilhelm, an assistant professor of journalism at UF.
 - Opinion: "Staying Safe This Thanksgiving" by Nicholas Cunniff, an associate professor of journalism at UF.
 - Scientific American:**
 - BIOLOGY: "Losing Ground: Climate Change Is Altering the Rules of Ecosystem Hierarchy" by Stephanie Livingston on January 1, 2021. The article discusses how sea-level rise is altering marsh landscapes.
- Video & Audio:**
 - A video titled "What In-Person Voting Looks Like From The Ground" with a "LISTEN" button.
 - A video titled "Airbnb's 'Incredible' IPO test out on \$4 billion" by Julia Rodriguez, CNN Business.
 - A video titled "Gender Bias in TA Evals" by Colleen Flannery, dated November 2, 2020.
 - A video titled "Parkinson's Disease Needs an Operation Warp Speed" by Michael S. Olean, published Jan. 10, 2021 at 5:04 AM ET.
 - A video titled "Loneliness can help grow parts of brain tied to imagination, study finds" by Ryan Price, CNN.
 - A video titled "Hunt for the Cure: Parkinson's Disease Needs an Operation Warp Speed" with a "OVERLOOKED" tag.
 - A video titled "Do Face Mask Sprays Actually Work to Protect Against the Coronavirus?"
 - A video titled "We are at the forefront of educational innovation" with the tag "UNSTOPPABLE MINDS".
 - A video titled "Would you like to work on Mars? I can help you with that."
 - A video titled "Modifying the Vision for an AI University: The University of Florida leads the way."
 - A video titled "Do Face Mask Sprays Actually Work to Protect Against the Coronavirus?"
- Podcasts & Social Media:**
 - A podcast titled "The Chronicle of Higher Education: AI on Campus" with the subtitle "Its Impact and Its Implications".
 - A Facebook post from "The University of Florida" with the text: "Would you like to work on Mars? I can help you with that." When the Mars One Perseverance touches down on Thursday, it will be University of Florida engineering grad William Wilhelm on the red planet — and the time, she's bringing her students along.
 - A tweet from @AustElliott: "Our understanding oscillates at first, but converges on an answer," says Natalie Dean, a statistician at the University of Florida. "That's the normal scientific process, but it looks jarring to people who aren't used to it." Great article by Ed Yong.
 - A tweet from @AustElliott: "Boston is about to get its first Black and first female mayor. How will she govern?" Kim Janney's story that office will argue that the city has changed.
- Other Content:**
 - A video titled "Hunt for the Cure: Parkinson's Disease Needs an Operation Warp Speed" with a "OVERLOOKED" tag.
 - A video titled "Loneliness can help grow parts of brain tied to imagination, study finds" by Ryan Price, CNN.
 - A video titled "Gender Bias in TA Evals" by Colleen Flannery, dated November 2, 2020.
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UF is #4 in Share of Voice Among Top 5 Public Universities: Q3



*Share of voice is defined as the percentage of UF-related media coverage compared to total coverage for the USNWR Top 5 public institutions

National Media Coverage of UF Continues to Rise

24,396

Q3 2021

mentions in national media outlets with 100k+ monthly visitors

▲ 5% vs 2020

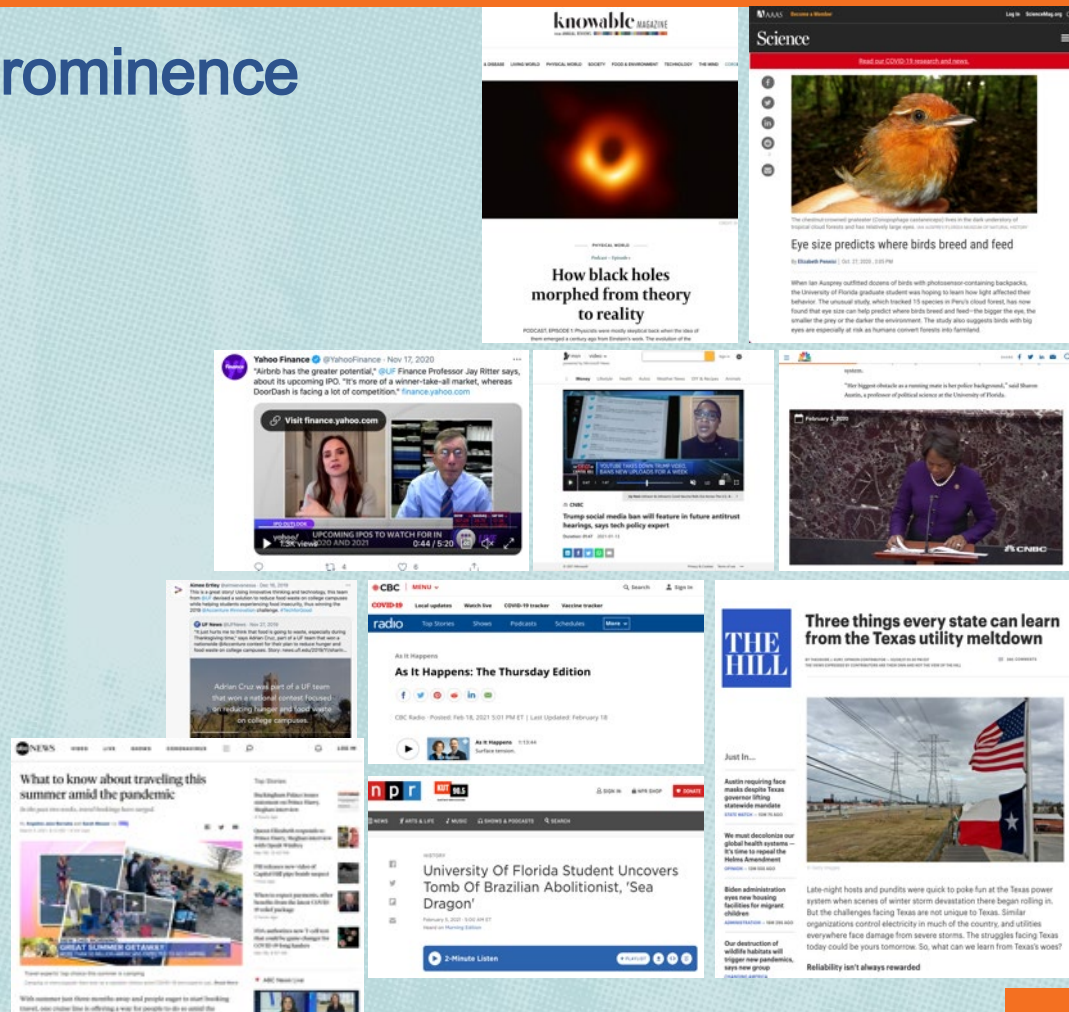
TOP PUBLICATIONS

1. Associated Press
2. The Hill
3. Forbes
4. Chicago Tribune
5. USA Today
6. ABC News
7. NY Times
8. Washington Post
9. CNN
10. Reuters

Initiatives to Boost Faculty Prominence

Initiatives to Boost Faculty Prominence

- Amplifying our expertise to new digital news outlets and audiences
- Expanding national broadcast presence
- Partnering with external organizations



Spotlighting Faculty in UF Media Channels

news.ufl.edu



Our rise to Top 5: A conversation with President Fuchs

OCTOBER 12, 2021



Mars rover images help UF scientist, NASA team narrow the search for ancient life

OCTOBER 7, 2021



So far, COVID-19 spikes from college football games haven't materialized

OCTOBER 7, 2021



Opinion: Time for a gut check at UF. How are our students really doing? OCTOBER 13, 2021



The hallmarks of fall at the University of Florida have arrived: The humidity lifts, Starbucks has ushered pumpkin drinks back onto the menu and mid-semester deadlines are on the horizon. It's the halfway mark of the first fully in-person fall semester since 2019.



Headgear significantly reduces girls' lacrosse concussions, landmark UF Health study finds OCTOBER 8, 2021

Female high school lacrosse players are significantly less likely to sustain concussions and other injuries if they wear headgear, a landmark study led by University of Florida Health researchers has found.



A Conversation Between a Vaccine-Hesitant Man and a Doctor OCTOBER 7, 2021

A vaccine-hesitant man and a UF Health doctor met one

University of Florida News Retweeted
Warren B. Nelms Institute for the Connect

Dr. Antonenko and a team of researchers received \$821K from NSF to create an AI-enabled gaze-driven adaptive learning technology. It will analyze and predict effective visual attention strategies individualized for each student. #AIatUF #NelmsInstitute iait.education.ufl.edu/2021/09/27/uf-...



UF faculty receive NSF grant to develop a...
Dr. Antonenko will lead a team of researcher...
iait.education.ufl.edu

Oct 6, 2021

University of Florida News Retweeted
Bloch Lab @UF

Our day started cold, but things started to heat us once we got to the Nebraska

Faculty Commentary in the News



With rooftop solar, it's not just about the carbon reduction

BY PRABIR BAROOAH, OPINION CONTRIBUTOR — 10/08/21 03:00 PM EDT
THE VIEWS EXPRESSED BY CONTRIBUTORS ARE THEIR OWN AND NOT THE VIEW OF THE HILL

42 SHARES



FP

ARGUMENT: **Haiti's Foreign Language Stranglehold**

ARGUMENT

An expert's point of view on a current event.

Haiti's Foreign Language Stranglehold

Around 90 percent of Haitians speak only Haitian Creole. So why is school mostly conducted in French?

By [Benjamin Hebblethwaite](#), an associate professor in the department of languages, literatures, and cultures at the University of Florida.

By Stacey Steinberg Aug. 20, 2021 5:00 am ET

Tampa Bay Times

CORONAVIRUS

HURRICANE

NEWS

SPORTS

OPINION

LIFE & CULTURE

FOOD

Obituaries

Classifieds

OPINION | Guest Column

Thomas Hector

Florida Wildlife Corridor legislation represents progress — and points to next steps | Column

But there are approximately 8 million acres within the Florida Wildlife Corridor that have yet to be protected.



▶ Listen 04:13

BARRON'S

Topics ▾

Magazine

Data

Advisor

Penta

100 Years

Help Balancing Kids' Safety and

ie

Faculty Expert Center

experts.ufl.edu

EXPERT CENTER

University of Florida experts on thousands of subjects are available for commentary, interviews and speaking opportunities. The profiles below provide biographical information and media appearances to help you find the most relevant expert for your needs. Use the search bar to refine your search by name, expertise or affiliation. On deadline? Please share your deadline details and we will respond promptly.

A quick morning reflection could make you a better leader—even if you're not the boss

[Learn more](#)

Even when they include them, gifted programs aren't serving Black and low-income kids

[Learn more](#)

On-screen stereotypes female journalists feed 'vicious cycle' of sexism

[Learn more](#)

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Category: All Sort: Last Name

Search by name or topic

A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z

Category: All Sort: Last Name Search by name or topic

[View Profile](#)

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Sharon Wright Austin's teaching and research interests are in American Government, Urban Politics, and African American Politics with emphasis on mayoral elections, rural political activism, American voting and political behavior, African American women's politics, the presidency, congressional elections....
[Read more](#)

INDUSTRY EXPERTISE

- Education/Learning
- Political Organization

AREAS OF EXPERTISE

- Southern Politics
- African American Politics
- Urban Politics

Thank you!