WORKING WITH UW NEWS

CONTACTS FOR ENGINEERING NEWS:

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What is news to a reporter?

Developments that are surprising, firsts in the field or related to hot news topics. Examples include:
- Major scientific advances or discoveries
- Research that affects people's lives or that anyone can relate to (privacy, arsenic in wine, package deliveries)
- Research published in a major scientific journal or presented at a conference with interesting findings and/or beneficial applications. Papers that are an "important step on the way" to something cool and newsworthy are generally of less interest
- Research tied to current news events (fake news, cybersecurity, natural disasters)
- Quirky or fun research (physics of grocery store displays, science of relationships)
- Community-based research with impacts beyond campus (mapping barriers for people with disabilities, transportation safety, crunching data to identify drivers of homelessness)
- Good photos and videos drive coverage!

When to publicize?
- Contact Sarah 3-4 weeks *before* publishing, presenting or demonstrating new results, or earlier if you have advance notice
- Acceptance of a publication is often good timing to begin working on a press release
- We look for a timely "news hook" – something that gives reporters a reason to write about this now

Reporters usually want to write about something once we have results to show. Our stakeholders often want to announce things on the front end before anything has actually happened. How else can I **get the word out**?

UW TODAY

This daily email goes out to 66,000 subscribers across campus and beyond. It rounds up news, events and happenings across the UW that are of **interest to the entire UW campus community**.

If you have **already produced** a story, blogpost, announcement or event page for your website, we can amplify certain types of departmental news by **linking to it** in the daily email. This drives traffic and eyeballs to your site, which is better for you than re-posting on the UW News website. Just send us the link for consideration.

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Content that is appropriate for the UW Today email includes:

- Significant grant, gift or award announcements
- New degree programs, endowed professorships, initiatives that other units can learn from
- News about student teams
- Feature stories your department has produced
- Events, lecture series, workshops, hackathons that would be of interest to the general public or the wider campus community (HINT: If RSVPs are required, send it to us **well before** those are due)

Content that is usually not appropriate for the UW Today email includes:

- Closed conferences or workshops that people on campus cannot attend
- Alumni news (except in rare circumstances, such as a UW alum winning the a Nobel prize) – COLUMNS magazine and UWAA's website highlights alumni news
- Internal announcements or news that is narrowly focused on one field (i.e. a professor being recognized by an industry group), which would likely not be of interest to faculty, staff or students in other departments
- Write-ups of events that have already happened (exceptions include Ana Mari Cauce's presidential address, winners of the Environmental Innovation Challenge or Business Plan Competition)
- Individual student awards (there are simply too many of these across campus)
- First-person accounts about an individual's experience

SOCIAL MEDIA

The College of Engineering and UW News have Facebook and Twitter accounts, which we can use to highlight news, accomplishments, calls for participation, etc.

COE FACULTY AWARDS PAGE

Email faculty honors and awards to webhelp@engr.washington.edu to include on the COE website

PUBLIC CALENDARS

Post conference, lecture and event information several weeks in advance to free calendars:

Seattle Times (entertainment and community event calendar):
http://seattletimes.nwsource.com/cgi-bin/SubmitEvent.pl#_ga=1.57545517.685837477.1425409440
Seattle Times (business and technology event calendar):
http://community.seattletimes.com/reader_feedback/public/display.php?thread=281159
GeekWire: http://www.geekwire.com/calendar/
Seattle TechFlash: http://www.bizjournals.com/seattle/blog/techflash/events/
Northwest Science Writers Association: http://nwscience.org/calendar/
UW event calendar: http://uw.edu/calendar