

## Publicize Your Research Results

*Here's how you can help the School of Public Health and the Academic Health Center raise awareness about your research.*

### When to call

Ideally, we'd like to hear from you as soon as you receive confirmation from a journal that your article will be published. Reporters rarely cover research more than a day after a journal is published, so the rule of thumb is: *the sooner, the better*. This helps us plan and results in the best outcomes.

### Who to call

Charlie Plain should be your first point of contact. He is a writer/editor on the SPH Advancement team and can be reached at: 612-626-0787 | [cplain@umn.edu](mailto:cplain@umn.edu) | A376 Mayo

Charlie will relay your publication information to Laurel Herold in the Academic Health Center Office of Communications: 612-624-2449 | [hero0045@umn.edu](mailto:hero0045@umn.edu) | D136 Mayo

### Gathering facts and essential information

Charlie and Laurel will schedule a meeting or call with you so that they can learn more about your work, how it impacts the general public and any specific audiences you have in mind. Laurel will also confirm the publication date with the journal and coordinate details with the publisher's PR contact, as well as with your research partners' institutions.

### Determining communications vehicles and formats

Charlie and Laurel will work with their teams to determine how best to publicize your research. Due to the volume of research coming out of SPH and the AHC -- not to mention the University as a whole -- it is not possible to issue a news release for every published study. There is a wide range of other outlets that may be used, individually or in combination, and they do a very effective job of reaching key target audiences.

Content posted on SPH and AHC outlets is frequently reposted or repurposed in other University communications vehicles. In addition to print publications, some examples include:

Outlet	Name	Reach*
Blog	SPH News & Events	TBD
Blog	<a href="#">Health Talk</a> (AHC)	20,000

Website	<a href="#">School of Public Health</a>	35,000
Website	<a href="#">Academic Health Center</a>	TBD
Facebook	School of Public Health	2,300
Facebook	UMN Health	1,800
Twitter	SPH: @publichealthmn	6,200
Twitter	AHC: @UMN_Health	3,130

\* Reach for blogs and websites = unique visitors/month; Facebook and Twitter = number of likes or followers.

### Verify facts and approve materials

After establishing the best approach for publicizing your research, Charlie and Laurel will draft materials that include the relevant facts and information. You will have the ability to review and approve any materials created by the SPH or AHC communications teams, but **please remember the approval process is more about content accuracy than editorial suggestions**. In particular, the AHC PR team knows the type of language, writing style and formatting that the media prefers.

Once the materials are finalized and publication dates/embargoes are confirmed with the journal, a distribution/publication date will be established. In the case of news releases, distribution takes place via Eurekalert!, a wire distribution service. AHC Communications also posts the release on its website and a link to the release is included on the SPH blog. AHC Communications also makes targeted email and phone pitches to select media outlets.

### Position yourself for media success

Most often, the media's interest will depend on the subject and scale of the research, and what will be most digestible to their readers. Researcher availability can also play into media coverage. The AHC PR team will book interviews around your schedule, but it helps if the team has interview slots to offer interested reporters.

**An important reminder:** Reporters rarely cover research more than a day after a journal is published. Please let Charlie or Laurel know as soon as you're informed that your article has been accepted for publication. Thank you!

Charlie Plain: 612-626-0787 | [cplain@umn.edu](mailto:cplain@umn.edu)

Laurel Herold: 612-624-2449 | [hero0045@umn.edu](mailto:hero0045@umn.edu)

<https://docs.google.com/a/umn.edu/document/d/1DDYpQZnI9ZhloOqSQwtewCENoabKm-lsqXGIVgOtjyE/edit>