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Re-Engineering Research Horizons Magazine

- A main reason for re-designing the magazine was to appeal to corporate R&D and federal agency audiences.
- The most important requested change to the magazine, based on audience research, was adding a list of research contacts.
- Georgia Tech's school colors weren't emphasized on the covers designed by Pentagram, which appealed to the in-house design team. The university's photographer welcomed a cultural shift away from traditional university research photography (gels, people pointing at things, people holding up widgets).
- Institute communications pushed to get the magazine, website and e-newsletter all redesigned at the same time for platform consistency.
- Rely on researchers for visual assets. They have tons.

The Conversation: An Unconventional Opportunity for Faculty Experts and Authors

- The average time spent on a Conversation story is 8 minutes, 28 seconds, so people are really reading to the end.
- 80,000 Twitter followers
- The Conversation sources materials three ways: 1. Seeking out experts. 2. The daily expert request e-mail. 3. Pitches on topics that aren't on the daily e-mail.
- The University of Florida designated one person to interface with The Conversation.
- Joe Kays plans to put Conversation essays in *Explore*.

Building Faculty Communications Plans

- Researchers, especially at public universities, should use the mass media to educate the public about science.
- Faculty may be reluctant to talk to the media because it "doesn't count" in their evaluations (teaching, research, service).
- Dan Goldman: "I always say yes" to media requests. "I don't see it as a burden."
- Faculty typically don't understand the benefits of working with university communicators.
- Be selective in choosing which faculty you want to cultivate for media training. A small group is worth it. Forget all the others.

Tours of Georgia Tech Research/Commercialization Programs

- I attended the tour of the Enterprise Innovation Institute. Lots of interesting stuff about Tech's research commercialization efforts. I was surprised to find that they separated the tech transfer and commercialization offices. Most universities have them together, including mine.

Trends in University Use of Social Media: Paige Brown Jarreau

- Scientists who engage in public communication tend to be more academically productive.
- Two-way communication and engagement.
- Maximum five tweets a day, two-three blog posts a week

Three Views of Social Media in Research

- Twitter and Google+ are the best outlets for research news.
- Social media needs to be visceral, visual and valuable.
- More storytelling and less marketing. Focus on the people behind the stories.
- How is this research making lives better?
- Create content with legs. #AmazingResearch
- Carol Clark: Shameless pandering to the masses doesn't have to be a bad thing, as long as you get the science right.
- Twitter: Participate in broader conversations. Tweet about the same article several times. Promote your content to other curators.