



Promoting Your Program: How to work with IFAS Communications

Beverly James | Director of Public Relations

Ruth Hohl Borger, Ed.D., APR | Assistant Vice President, UF/IFAS Communications

OVERVIEW

- What is IFAS Communications?
- How to promote your program
- Working with IFAS Communications
- Questions

What is IFAS Communications?

- Full service strategic communications department
 - Creative Services and photography
 - Media Relations
 - Social Media
 - Web Services
 - Video
 - Extension Bookstore

5 Tips to Promote Yourself, Your Program

1. State your priorities:

- Food insecurity
- Income inadequacy
- Clean water
- Food and nutrition issues

5 Tips to Promote Yourself, Your Program

2. State your solution:

- Research
- Innovative teaching programs
- Extension
- Global reach

5 Tips to Promote Yourself, Your Program

3. Identify your audience:

- Prospective and current students
- Administrators
- Media
- Legislators (local, state, national)
- Business leaders
- Organizations
- Other research institutions
- Donors

5 Tips to Promote Yourself, Your Program

4. Identify key messages:

- What are you trying to convey to your audiences?
- What is the central message?
- If more than one message, which are the most important?
- How can you make your message more easily understood?

5 Tips to Promote Yourself, Your Program

5. Work with IFAS Communications

- Provide stories of research, teaching and Extension
- Work with writers to reach target audiences
- Determine if the story must rely on published research, or is there an interest in a working theory?
- Be available to speak as a thought leader and expert on subject

Examples:

- <http://news.ifas.ufl.edu/>
- http://www.nytimes.com/2013/08/27/health/tomatoes-ripe-for-improvement.html?_r=0
- <http://www.floridatrend.com/article/17124/a-better-tomato--harry-kee>
- http://www.huffingtonpost.com/frank-mazzotti/pythons-everglades-study_b_1257911.html
- <http://miami.cbslocal.com/tag/frank-mazzotti/>

Working with IFAS Communications

- Contact the individual via web or phone
- Engage us as early as possible
- For the most part, services are free to faculty

Questions/Comments?