

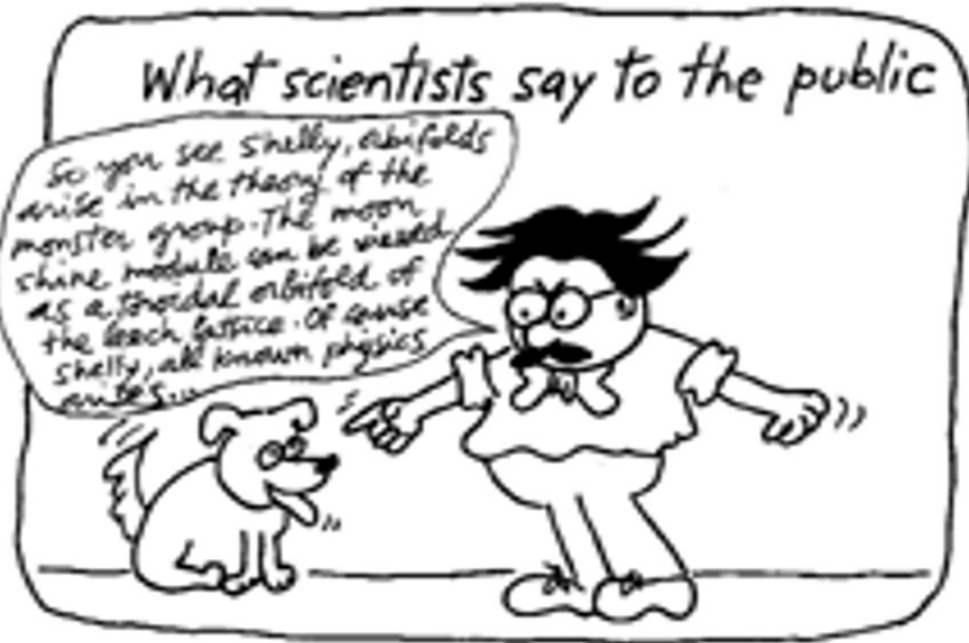
Research Communications Fellows Program

Meredith Cole

Director of Communications and Marketing
Office of the Vice President for Research



The Problem:



The Solution: Research Communications Fellows



Train selected faculty members from across the university on ways to effectively communicate their research.

Created and Managed by Office of the VP for Research

Goals

- Help spread the word about research at UVA
- Raise the profile of UVA researchers
- Teach researchers how to communicate more effectively
- Give researchers the confidence to reach out to the media



Timeline and Commitment

- Researchers selected in June
- Fellows announced in July
- Length of time: 1 year
(August -July)
- Commitment: 2-6 hours/month
depending on needs/interest



TOM GAULD

Research Communications Fellows

During the 1-year fellowship, researchers:

- Participate in Alan Alda science communications training
- Get evaluated by public speaking coach
- Amplify their social media and web presence
- Pitch a story idea
- Receive media training



2022-2023

**RESEARCH
COMMUNICATIONS
FELLOWS**

COHORT



Vice President for Research

Alan Alda Center for Communicating Science



Stony Brook University

Alan Alda Center for Communicating Science

+ The Essentials

Duration: 3 hours

Participants: Up to 16 individuals

This program is designed to offer busy scientists and researchers an intensive introduction to the importance of building trust and listening deeply as core aspects of communication. Through a layered series of applied improvisational and communication exercises, participants will explore and practice using communication strategies that are responsive to the needs of others.

Like all Alda Center programs, The Essentials combines applied improvisational exercises with communication strategies to help others engage with the wonders of science.

It is available online.

[CONTACT US TO BOOK THIS PROGRAM >](#)



Website example

BETTINA WINCKLER

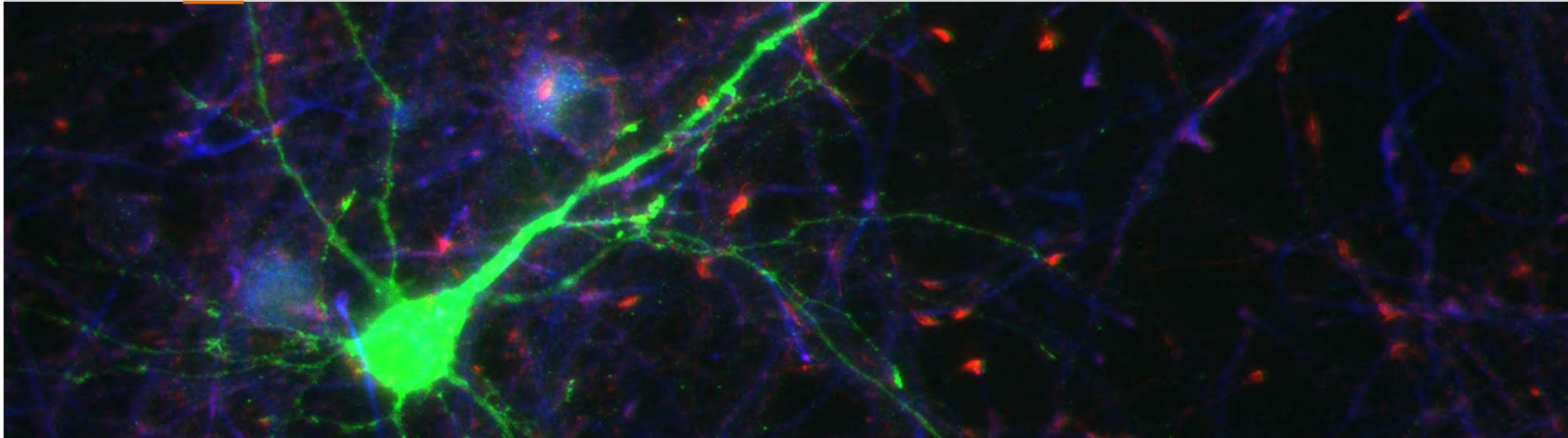
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Winckler Lab

Our lab studies how neurons in the nervous system grow long extensions (called axons and dendrites) to span the distances from head to toe. Not only do neurons have to initially grow these processes during development, but they also have to maintain them in a healthy state for decades. Unlike many cells in

Media Training



Video

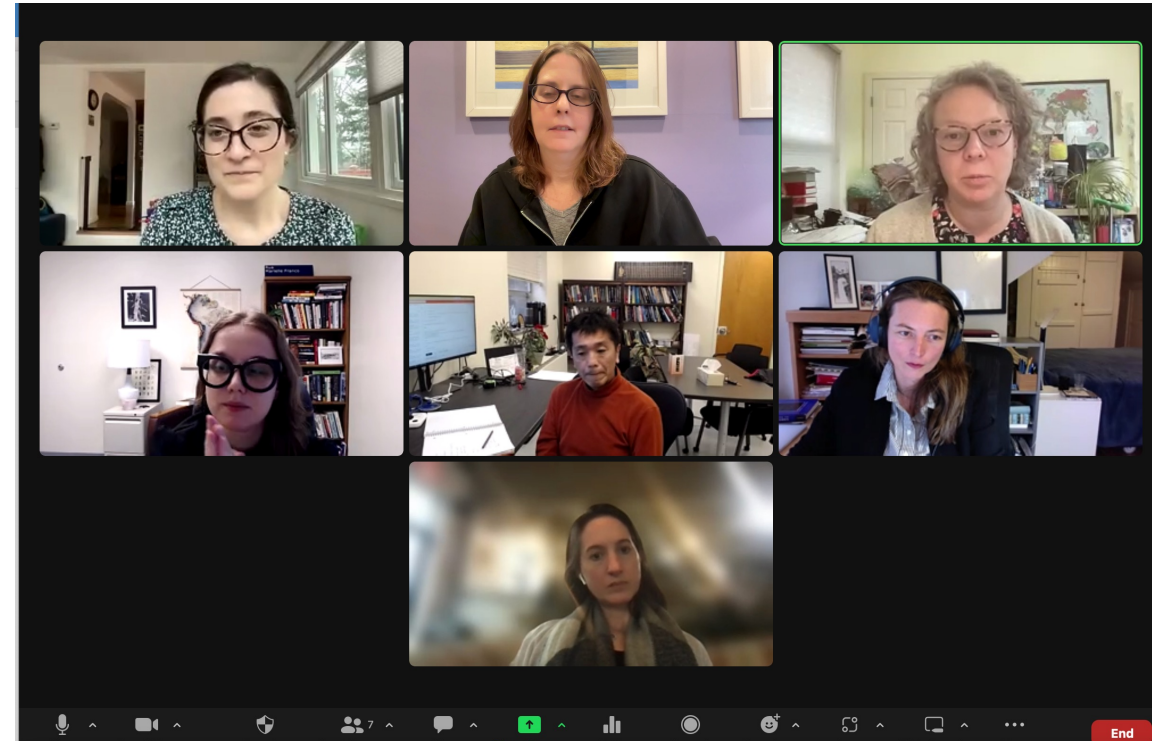


New headshots



Webinars

- Writing for The Conversation
- Pitching to The Conversation
- Social Media for Researchers





Why more cities are hiring 'night mayors' and establishing forms of nighttime governance

Published: May 30, 2023 8.23am EDT

Outcomes

What I guessed would happen:

- 4 faculty websites built
- Multiple media engagements for certain faculty
- ½ cohort now tweeting regularly
- 1 story in The Conversation

Exciting surprises:

- Got to know faculty well
- Helped with grant illustration
- Nominees for awards
- Shot in labs for b-roll
- Program will more than double in size for 2023-2024

Challenges

- Faculty schedules (tried to be too flexible)
- Different needs: ESL, etc.
- Making websites for faculty who needed them (a lot of time and work!)



Public Speaking and Communication Coaching for Faculty Researchers



Our public speaking coaching can help you:

- Learn effective physical and vocal strategies to relax, speak clearly and at the appropriate pace and volume.
- Shape your speech, presentation or remarks so that it they are more interesting and engaging for your audience.
- Understand your speaking style as well as your unique fillers, tics, and weaknesses and learn how to overcome them .
- Understand and adapt to different audiences.
- Prepare for upcoming speaking challenges by practicing in advance.
- For non-native or native English speakers: improve your pronunciation and intonation.
- Build confidence and self-esteem.
- Be your most authentic self when speaking.
- Improve the quality and efficacy of your supporting materials (visuals, slides, etc).

Feedback

“It is a great program. They provide resources that you can use even after the program is finished. These are valuable resources that help in improving the visibility of your research through videos and interviews. The program helps with relevant public speaking skills needed for teaching, and communication with larger audiences and program managers.”

--2022-2023 Research Communications Fellow

RESEARCH COMMUNICATIONS FELLOWS PROGRAM

2023 -
2024

The fellowship lasts for one calendar year. After a one-on-one meeting with VPR staff over the summer, fellows will meet (in person and/or virtually) the 2nd Tuesday of every month usually at 1PM (unless stated otherwise) to attend trainings to help them learn how to be better communicators, improve their websites, talk to the media, improve their presentations, and more.

There will be 8 events over the year. Fellows must attend at least 4 to receive certification.

PROGRAM EVENTS AT A GLANCE		2023		2024	
		JULY/AUGUST	1:1 Welcome Meetings	SEPTEMBER 12	Welcome Reception
OCTOBER 3 OR 10	Alan Alda Training	NOVEMBER 14	Social Media Training	DECEMBER 12	Creating Websites
JANUARY 9 OR 10	Media Training & Headshots	FEBRUARY 13	Presentations Workshop	MARCH 12	Journalist Roundtable
APRIL 9	Pitch to The Conversation	MAY 15	Nominations for 2024-2025 Fellows	JUNE 30	New Fellows Announced

Welcome Reception || SEPTEMBER 12, 2023 @ 4:30PM - 6:30PM

In person - Reception for Research Communication Fellows at the Corner Building.

Public Speaking Coaching

Online - Faculty will have the opportunity to be evaluated by a public speaking coach (with an appointment that suits their schedule) who can help identify both their strengths and bad habits. Fellows that wish to continue using the coach for a specific presentation, or to just improve their skills can then use their UVA benefits to continue working with them throughout the year.

Alan Alda Training || OCTOBER 3, 2023 @ 10AM OR OCTOBER 10, 2023 @ 12PM

Online - In this 3-hour session, faculty will learn how to speak about their research more clearly and effectively. The trainers will help them learn what is the right amount of information to share, how to better understand their audience, and how the length of a presentation can affect the impact. Offered on October 3 at 10am or October 10 at 12pm.

The Pros & Cons of Communicating Your Research on Social Media || NOVEMBER 14, 2023

Online, 1 hour - A panel discussion with UVA researchers who use social media to share their best practices, how they got started, and their experiences.

Creating a better platform/website || DECEMBER 12, 2023

Online, 1 hour - A website is an essential tool for a researcher, helping them to find collaborators, graduate students, and funding. Faculty will receive information about how to set up a research website at UVA and/or get helpful suggestions on how to improve their current site.

Media Training & New Headshots || JANUARY 9, 2024 OR JANUARY 10, 2024

In Person - In an intensive ½ day class, faculty will learn how to incorporate storytelling into their presentations, and how to put their best foot forward in an interview situation. After on-camera interview practice (by appointment on January 10th), they will receive constructive feedback from a trainer and get tips on how to improve. Headshots will also be taken that week (by appointment).

A short video about their research will be created from their interview and can be used to help showcase their research on their website or on social media.

Creating better Presentations & PPTs || FEBRUARY 13, 2024

Online, 1 hour - In this session, fellows will learn best practices and how to take their presentations to the next level.

Journalist Roundtable || MARCH 12, 2024

Online, 1 hour - An opportunity to hear from journalists about what they look for in research stories. Fellows will also get help with any media interviews or opportunities that come their way during the year.

Pitch to The Conversation || APRIL 9, 2024

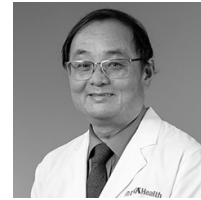
Online, 1 hour - Faculty will learn about writing for The Conversation and will have an opportunity to pitch a story idea to their editors.



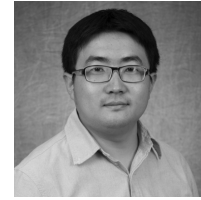
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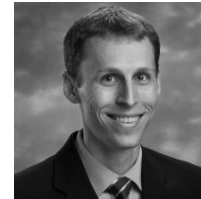
For questions please contact:
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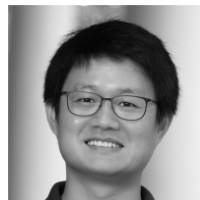
COMMUNICATIONS



FELLOWS



2023-2024



Office of the Vice President
for Research



Questions?

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