

2/13/25

Promoting Your Research

Tim Doty



TEXAS A&M
UNIVERSITY®

Tim Doty timdoty@tamu.edu



- **Assistant Vice President for National Media and Public Relations.**
- **Previously: Purdue University – crisis and issues comms, strategic comms and led media relations team.**
- **23 years in local TV news – sports, lifestyles and hard news.**

Central MarComm



- **Led by VP and CMO Ethan Braden.**
- **Brand team – Jim Firestone jim.firestone@tamu.edu:**
personality pieces, longform stories.
- **Strategic Comms/Gov't Relations – Megan Lacy**
megan.lacy@tamu.edu: crisis/issues.
- **Internal Communications – Kala McCain kala@tamu.edu:**
TAMU@Work, surveys, internal focus
- **News Team – Tim Doty: media relations, storytelling**

MarComm charge



“Staying in the national conversation will require focus, to identify and prioritize those things that will draw national attention.

It will require tremendous marketing and communications expertise, and the resources needed to support that effort.

It will require commitment to a long-term effort, not a one-time surge.

And it will require common understanding that we can’t highlight everything and a collective belief that a rising tide floats all boats.”



Central MarComm goals



- **People in Texas know Texas A&M and Aggies; we need those *outside* the state to know, value and respect us.**
- **We do not seek the credit; we want the university to win.**
- **Work with college communicators, OOR, agencies to promote impactful research.**

Decentralized comms



- **Stories that are not sent to media most likely will not be seen by media.**
- **We cannot spam journalists, so we must act strategically, picking and choosing what goes, where and when.**

Who is the news team?



- **Darren Benson – editor and air traffic controller**
Darren.benson@tamu.edu.
- **Lesley Henton – writer/TCUS lead** lhenton@tamu.edu.
- **Caitlin Clark – writer** caitlinclark@tamu.edu.
- **Two open writer positions.**

Who is the news team?



- **We do not: do crisis/issues, cover-ups or spin.**
- **We do: writing, storytelling, promotions and media relations.**
- **We do: story pitching and distribution, relationship building.**

Why is this important?



- **If we do not share the story, it may not be seen.**
- **Purdue University media mentions: approximately 119,000.**
- **Texas A&M media mentions: approximately 40,000.**
- **We were up 40% in second half of 2024**

What's in it for you?



- **Interest in your work from academies, national agencies, funders or collaborators.**
- **Tenure help?**
- **Media training and media relations assistance.**
- **Social media promotion or story site.**

Success story – Danny M



- **James Webb Space Telescope**
- **Cassiopeia A**
- **60 Minutes, CNN, local media**
- **“We saw the coverage you were getting...”**



Success story – Luna Lu



- **Created and commercialized concrete sensor**
- **Promoted for years as concrete expert**
- **Discusses roadways, buildings and potholes**
- **Fast Company award winner**
- **National and local media, trades, federal publications**



How it happens



- **We heard from them, then they kept communicating with us.**
- **We follow over time and constantly update to create a paper trail for media.**
- **Journal articles reach some, we can reach others and give them a chance to do their own story.**
- **Grants are great but they are not the story.**
- **We want to be proactive, not reactive. Create news, not respond to news.**

Potential promotion routes



Written story

Traditional news release written by our team.

Proactive. Pitched and distributed. We tell some of the story, journalists talk with you for more detail.

TEXAS A&M
TODAY

AP video

Expert explainer videos. Cool research and kitchen table economics. **Proactive and responsive.**



The Conversation

Written by you with help from TCUS editor. You can have more control. More niche or more sensitive topics. Typically **responsive.**

THE
CONVER
SATION

News release/story



- **Our writer interviews you and writes the story.**
- **Stories are complete but are intended to drive media coverage and work written by journalists.**
- **We want several outlets to cover the same topic.**
- **You will get review and approval rights for the content we create.**
- **We will pitch to media, send to media and share on social media.**
- **Writer will then work with communicator to handle media.**

AP Campus Insights



- **Texas A&M joins: Indiana, Hawai'i, Purdue, Colorado, Ohio State, Stevens Inst. Clemson, Mississippi.**
- **Videos are 3-4 minutes long and fact-based – not opinions. B-roll is encouraged but not required.**
- **Mix of timely topics and research stories but are not intended to strictly promote the university.**
- **Kitchen table economics and easy science do the best.**

AP Campus Insights

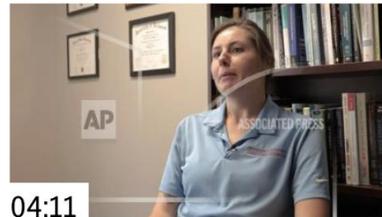


Videos are posted in the order they are uploaded and live exclusively on AP site for 30 days. At that point, we are free to use as we wish.

CAMPUS INSIGHTS



37 Results



04:11

How punishment impacts childhood development

by Campus Insights
ID campus001803
Newsroom Ready
Restrictions: Please credit Abigail Novak, University of Mississippi
Jun 23, 2024 7:00 PM
Source: University of Mississippi



03:24

States use concrete sensors to improve roadways

by Campus Insights
ID campus001802
Newsroom Ready
Restrictions: Please credit Luna Lu, Purdue University
Jul 30, 2024 7:00 PM
Source: Purdue University



03:43

AI: Access to Justice

by Campus Insights
ID campus001801
Newsroom Ready
Restrictions: Please Credit Amy Schmitz, The Ohio State University
Jul 14, 2024 7:00 PM
Source: The Ohio State University

AP Campus Insights – Jan.



- **885 placements in January**
- **Approximately 4,300 placements since late August 2024**
- **11 videos uploaded**
- **Notable downloads/uses: Fox News Channel (3 videos), Voice of America, The Weather Channel, One America News Network**

AP Campus Insights - Jan



- **Notable US placements: Atlanta, Boston, Chicago, Dallas, Denver, Detroit, Houston, Los Angeles, New York City, Philadelphia, Phoenix, Seattle, Sacramento, San Francisco, St Louis, Tampa, Washington, D.C.**
- **Notable international placements: Australia, France, Germany, Hong Kong, India, North Korea, South Korea, Taiwan, Mongolia**
- **Lifestyle changes, not New Year's resolutions: over 600 placements in Dec. and Jan; our most ever**

AP Campus Insights – Jan.



Lifestyle changes vs NY resolutions – Michelle Bettin

482 placements – Atlanta, Denver, *Los Angeles**, New York City, Phoenix, Washington, D.C.



Gaming changes male social interactions – Tyler Prochnow

225 placements – Boston, Cincinnati, Detroit, Minneapolis, *Orlando**, Sacramento



Peaceful transition of presidential power – Sec. Andy Card

85 placements – Chicago, Kansas City, Los Angeles, New York City, *Seattle**



AP Campus Insights – Jan.



- **Tariff effect on consumers: Guillermo Garcia Sanchez, Law (29)**
- **Egg prices: David Anderson, AgriLife (28)**
- **Coffee prices rising in 2025: Roger Norton, AgriLife (16)**
- **How the US helped broker Gaza ceasefire: Kirby Goidel, Bush School (14)**
- **How does 3D printing work?: Micah Green, Chemical Engineering (5)**
- **Economist on January FOMC meetings: Jill Cetina, Mays (4)**
- **What is cyptocurrency?: Brad Hepfer, Mays (4)**
- **AI digital twins help farmers: Juan Landivar, Ag Extension (1)**

THE CONVERSATION



**December
2024**

**4 new
articles**

**Total reads
(including
previous)
79,854**

Response to CEO killing reveals antipathy toward health insurers – but entire patchwork system is to blame for ill feeling
15,515 reads

Water fluoridation helps prevent tooth decay – how growing opposition threatens a 70-year-old health practice
10,039 reads

The 'choking game' and other challenges amplified by social media can come with deadly consequences
9,639 reads

How cinnamon, nutmeg and ginger became winter holiday scents, far from their tropical origins (Spanish version)
1,508 reads

THE CONVERSATION

Top 5 authors

- 1. Simon Haeder, Public Health*
- 2. Amal Noureldin, Dentistry*
- 3. Steven Woltering, Paige Williams, Education*
- 4. Dudley Poston, ArtSci*
- 5. Troy Bickham, ArtSci*

Republishers including:

- Washington Post, San Francisco Chronicle, Medical Xpress, US News & World Report, The Fulcrum, The Raw Story, PBS, Fast Company, Scientific American, New Hampshire Bulletin, Salon, Popular Science, Fortune, Smithsonian Magazine

What now?



- **Tell your communicator.**
- **Contact my team.**
- **Contact Jim, Megan or Kala.**
- **Research can just be starting; we will go along for the ride with you.**

A large, spreading tree with a white text box overlaid. The tree has a thick, gnarled trunk and many thick, horizontal branches that spread out in all directions. The leaves are green and dense. The tree is set in a grassy area with a paved path in the foreground. The text "Questions?" is written in a bold, dark red, serif font inside a white rectangular box with a dark red border.

Questions?



THANK YOU

Texas A&M University
Division of Marketing & Communication