One of the key elements of elevating the University of Florida’s national and international reputation in pursuit of top-five public university stature is creating national and international interest in your research through coverage in top-tier news media outlets such as the New York Times, the Wall Street Journal and cable and network news programming. UF’s Office of University Relations works with other campus communications professionals to seek out such research, but they rely heavily on you, the faculty, to inform them when your work has been accepted for publication in peer-reviewed journals.

The key to success in this area is timeliness. Prominent journalists have told our media relations team repeatedly that they strongly prefer to publish or air stories about research on the day it is published rather than report about something that was published days or weeks earlier.

Therefore, I encourage you to contact University Relations when your papers have been accepted for publication. For those who do, I am offering $1,000 to each faculty member whose research is selected by University Relations to pitch to national and international media and to highlight on its online and social media platforms.

University Relations will make its selections every two weeks, working in conjunction with the communicators in your college or unit. All you have to do is email University Relations a synopsis of no more than 250 words describing your research in layman’s language and explaining its significance and how it will benefit society. Researchers also must be prepared to speak to reporters or designate someone on their team to do so.

Please email your submission to news@ufl.edu.

Submissions from all areas of campus are welcome, but University Relations is especially interested in research in the following strategic focus areas:

- Neuroscience and the Brain
- Biodiversity and the Earth
- Food Safety and Sustainability
- Medicine and Global Health
- Latin America and the Caribbean
- Early Childhood Development
- Renewable Energy
- Cybersecurity
- Drones and Autonomous Vehicles

The $1,000 must be used on your research-related activities, such as travel, books and supplies, etc. All synopses, regardless of whether they are selected by University Relations, will be featured in the Faculty Update newsletter. In addition, entries that are not selected may still be featured on news and social media platforms by University Relations and/or college or unit communications offices.

Please note: If your paper has been accepted by a journal with an embargo policy, please be assured that University Relations will honor the terms of the embargo and they work only with journalists...
who agree to abide by those terms as well.

Joseph Glover
Provost and Senior Vice President for Academic Affairs