

5/14/25

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:** shaping how we market and present ourselves.
- **Strategic Comms/Gov't Relations – Megan Lacy megan.lacy@tamu.edu:** GR/crisis/issues.
- **Internal Communications/Stories – Kala McCain kala@tamu.edu:** TAMU@Work, surveys, internal focus; also leads storytelling.
- **News Team – Tim Doty: media relations, earned media 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, Faculty Affairs, 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.
- **Emma Lawson – writer** miss.emma.lawson@tamu.edu.
- **One open writer position.**

Who is the news team?



- **We do not: do crisis/issues, cover-ups or spin.**
- **We do: writing, storytelling, research promotion 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 2024 media mentions: approximately 119,000.
- Texas A&M '24 media mentions: approximately 40,000.
- We were up 40% in second half of 2024 and are up 15% in '25

What's in it for you?

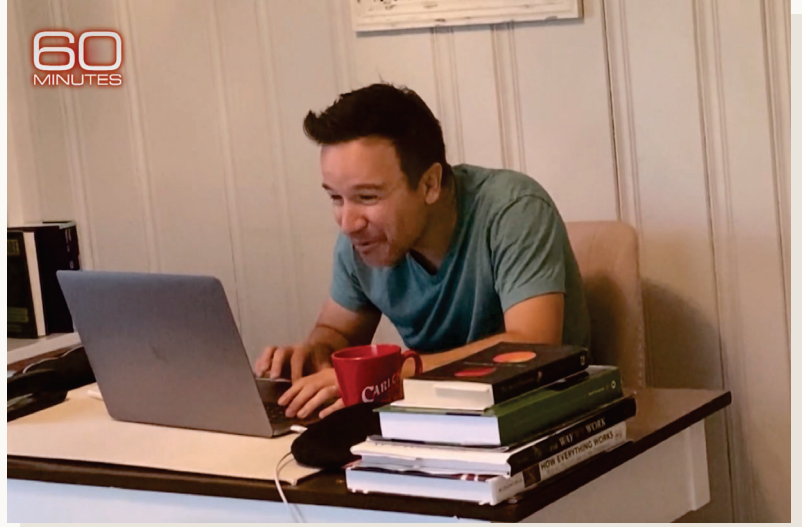


- Interest in your work from media, academies, national agencies, funders or collaborators.
- Tenure help with Altmetrics?
- Media training and media relations assistance.
- Story site or social media promotion – LinkedIn, X, YouTube.

Success story – Danny M



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



How it happens



- We heard from him; he 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 other media members 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, more than 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.

One story, multiple outlets



- **VETMED: Yellowstone bison genetics**

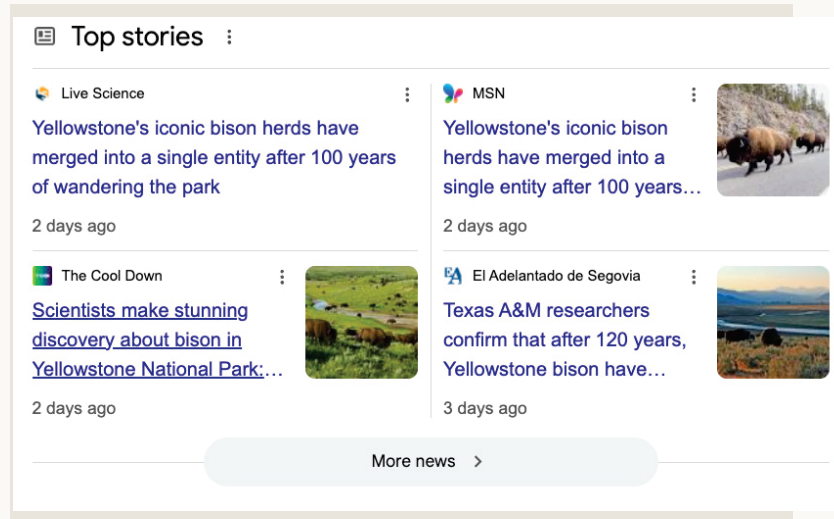
(40+): *MSN News, The Cool Down, National Parks Traveler, DVM360, Washington Times, Live Science, EurekAlert*

- **PUBLIC HEALTH: Non-urgent ER visits**

(17): *MSN Health & Fitness, Tech and Science Post, Health 365, Health Medicine Network, EurekAlert*

- **ENGINEERING: Student's work lands on**

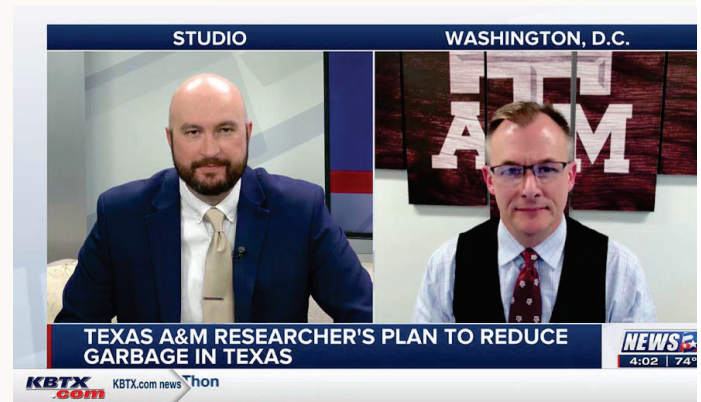
the moon (9): *KCEN-TV, KAGS-TV, KWKT-TV, Yahoo, KIII-TV, KLST-TV, KIAH-TV, KAMR-TV, KBTX-TV*



One story, multiple outlets



- **ARTSCI: Life on Mars? (29)** *EurekAlert*
- **VETMED: 99% of dogs have behavior problems (80+)**
- **ENGINEERING: Electric vehicles and the power grid (50+)**
- **BUSH SCHOOL: Researchers propose new way to boost recycling (5)**
- **PUBLIC HEALTH: Wearable technology improves dementia support (10)**
- **AGRILIFE: Digital twin technology (6)**



AP Campus Insights



- **Texas A&M joins: Indiana, Hawai'i, Purdue, Colorado, Ohio State, Stevens Inst. Clemson, Mississippi, Penn State.**
- **Videos are 3-7 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.**
- **Videos are exclusive to AP for 30 days**

AP Campus Insights – April



- **1,262 placements in April.**
- **Approximately 8,500 placements since late August 2024.**
- **16 videos uploaded in April, 90 since launch.**
- **Notable downloads/uses: Fox News (9 videos), The Weather Channel, Christian Broadcasting Network, Nexstar, Hearst**

AP Campus Insights – April



- **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:** France, Germany, Greece, India, Iran, Iraq, New Zealand, North Korea, Portugal, Russia, South Korea, Taiwan

AP Campus Insights – April



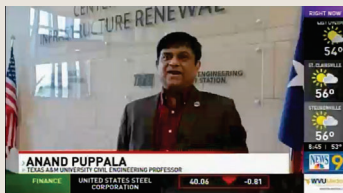
Easter egg price forecast – David Anderson (AgriLife):

178 placements – Atlanta, Boston, *Manchester, NH**, New York City, Philadelphia, San Francisco, Washington, D.C.



Infrastructure report card – Anand Puppala (Engineering):

166 placements – Cincinnati, Detroit, Los Angeles, Nashville, Sacramento, St. Louis, Phoenix, Providence, *Wheeling**



Spring retail forecast – Thomas McMillan (Mays):

144 placements – Austin, Boston, *Harrisburg**, Los Angeles, Minneapolis, San Diego, Seattle, Washington, D.C.



THE CONVERSATION



**Jan - May
2025**

**8 new
articles**

**Total reads
(including
previous
articles)
403,917**

Social Security's trust fund could run out of money sooner than expected due to changes in taxes and benefits – Dennis Jansen, ArtSci, 67,402 reads

Massive cuts to Health and Human Services' workforce signal a dramatic shift in US health policy – Simon Haeder, Public Health 42,035 reads

Water is the other US-Mexico border crisis, and the supply crunch is getting worse – Gabriel Eckstein and Rosario Sanchez, Law 33,781 reads

What causes the powerful winds that fuel dust storms, wildfires and blizzards? A weather scientist explains – Chris Nowotarski, ArtSci 29,943 reads

THE CONVERSATION



Tool of faith or digital distraction? Catholic Church offers indulgences to faithful who fast from social media – Heidi Campbell, ArtSci 22,012 reads

Donald Trump's nonstop news-making can be exhausting, making it harder for people to scrutinize his presidential actions – Jennifer Mercieca, ArtSci, 11,905 reads

Texas is already policing the Mexican border – and will play an outsized role in any Trump plan to crack down on immigration – Dan DeBree, Bush School 10,477 reads

Vaccine hesitancy among pet owners is growing – a public health expert explains why that matters – Simon Haeder, Public Health 7,500 reads

Top Republishers:
Actively Learn, Newsbreak SmartNews App, Alternet, PBS, US News & World Report, Fast Company, Samsung News, Scientific American, Popular Science, Honolulu Civil Beat, Phys.org, EarthSky, Biloxi News, Tuscon Sentinel, Salon, Newsweek, Nevada Current, ArcaMax

What now?



- Tell your communicator.
- Contact me timdoty@tamu.edu or my team.
- Research can just be starting; we will go along for the ride with you.

A large, mature oak tree with a thick trunk and a wide, spreading canopy of green leaves. The tree is set against a background of a grassy area and other trees. A white rectangular text box with a dark border is superimposed over the lower part of the tree's canopy.

Questions?



THANK YOU

Texas A&M University
Division of Marketing & Communication