WELCOME, WORD NERDS!
What five-letter word becomes shorter when you add two letters to it?
What five-letter word becomes shorter when you add two letters to it?

> Short.
TODAY’S PLAN

- How to select a story
- How to pitch a story
- Story Central
- Future meetings — brainstorm!
HOW TO SELECT A STORY

> What makes a story “brand-defining”?  
  – Leading-edge student experience  
  – Public as a philosophy  
  – Proven impact  
  – Innovation mindset

> Examples
CURBING CONCUSSIONS

With a little help from the NFL, UW startup VICIS is bringing together the latest in engineering and medicine to create an football helmet for the modern age.

DRIVEN TO DISCOVER

One of the realities of attending neurosurgeon Dr. Samuel Browd’s job as the medical director of the Seattle Children’s Sports Concussion Program is telling 14-year-olds that their futures in football are over.

That’s the truth behind sports-related traumatic brain injury, after all, which touches millions of kids and adults each year and is the driving force behind VICIS, the research-propelled University of Washington startup that’s bringing together faculty and students to create a concussion-curbing helmet that aims to revolutionize the game of football.
WHEN TAYLOR BOYD WAS 16, her mother was diagnosed with a traumatic brain injury following a car accident. At Taylor’s mom came to terms with the fact that she could no longer work as a nurse. Taylor’s dream of a career in medicine grew stronger.

“My mom loved working with patients and bringing them lifesaving, quality care,” says Taylor of her mother, Shanda Taylor-Boyd, ’94, a UW School of Nursing alumna. “When she couldn’t do that any more, I thought I can carry on her work.”

Taylor wanted to be a Husky, like her mom. Upon acceptance to the UW, she was chosen to participate in a summer program prior to her freshman year through the UW GeriOM Project’s Alliance for Learning and Vision for Underrepresented Americans. The program gave her the chance to work in a neurobiology lab in the UW School of Medicine.

Grateful for that experience and the many other opportunities she has had at the University, Taylor wants to do her part to give back to others. As an ambassador for the UW Office of Minority Affairs & Diversity, she inspires underrepresented high school students to pursue higher education. As president of the UW Minority Association of Pre-Health Students, she leads a group that promotes social equity and health services for minorities.

Taylor hopes to become a doctor who works with underserved populations. As she pursues that dream, private support like the Dr. Mike Russell Endowed Scholarship gives her the time to volunteer extensively while excelling academically.

The Russell Scholarship honors a UW alumna who is also passionate about serving the community. Mike Russell, ’82, ’84, ’85, is a respected former UW employee who devoted her career to advocating for diversity and equity in education and health care.

“Swing a scholarship that honors a woman who has had such an important impact is an honor,” says Taylor. “It inspires me to make her proud and continue to do all I can to help other people and make a difference.”

AREA OF STUDY
Neurobiology
SUPPORTED BY
Dr. Mike Russell Endowed Scholarship

Taylor, a proud second-generation Husky, is committed to giving back to the community and to providing health services to underserved populations.
ART OF LIGHT

With support from a family whose Husky roots go back 160 years, Julia Chamberlain is forging brave new worlds in glass and light.

HOW TO PITCH A STORY

> CALENDAR THE ANSWER
> DARE TO PITCH
> BE A BOARD OF GOOD
> DRIVEN TO DISCUSS
> TOGETHER WE SHARE
**CALENDAR THE ANSWER**

UMAC Editorial calendar: www.trumba.com/calendar/sea_market-brand

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**UW Marketing & Communications**

**View:** Day | 3 Day | Week | 5 Week | Month | Year | List

**Events**

**Images**

**UW Marketing & Communications** Published at: calendars/sea_market-brand

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**Events**

**CURRENT PUBLICATION**

- UW Marketing & Communications

**Other Calendars**

- UW Seattle Campus Events

**Other Tasks**

- Manage images
  - Registration report

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**Calendar Tasks**

- Manage your calendars
- Import calendar events
- Export this calendar

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**Event Details**

**SUN 15**

- 2/10 3pm - 2/24 3pm
- Faculty & Staff Insider: Provost Town Hall (University Marketing & Communications)
- Featured story
- Provost Town Hall

**MON 16**

- 2/10 3pm - 2/24 3pm
- Faculty & Staff Insider: Provost Town Hall (University Marketing & Communications)
- Featured story
- Provost Town Hall

**TUE 17**

- 2/10 3pm - 2/24 3pm
- Faculty & Staff Insider: Provost Town Hall (University Marketing & Communications)
- Featured story
- Provost Town Hall

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**WED 18**

- 2/10 3pm - 2/24 3pm
- Faculty & Staff Insider: Provost Town Hall (University Marketing & Communications)
- Featured story
- Provost Town Hall

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**THU 19**

- 2/10 3pm - 2/24 3pm
- Faculty & Staff Insider: Provost Town Hall (University Marketing & Communications)
- Featured story
- Provost Town Hall

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**FRI 20**

- 2/10 3pm - 2/24 3pm
- Faculty & Staff Insider: Provost Town Hall (University Marketing & Communications)
- Featured story

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**UNIVERSITY of WASHINGTON**
Pitch Form

**Question 1.**
Proposed platform (Facebook, homepage, Columns, etc.)

Required.

**Question 2.**
Student/staff/researcher name and/or department/program name.

Required.

**Question 3.**
Overview of story or angle. (Why this? Why now?)

Required.
Please respond thoroughly (2-3 paragraphs).
BE A BOARD OF GOOD
Twice-monthly Editorial Board meetings

> Mix of UMAC, News & Info, Columns, Admissions

> Mission is two-fold:
  - Review pitches for big, brand-defining stories
  - Make distribution decisions
# BE A BOARD OF GOOD

## Distribution/Promotion Opportunities

### DIGITAL
- UW Web
  - Homepage
    - Hero
    - Tri-section
  - Boundless site
  - MKY Blog
  - AMC Blog
  - Donor Portal
  - UW Today
  - Faculty & Staff Insider
  - Admissions
  - Admissions welcome page
  - Student Life
  - Giving site
  - News & Information
- Email
  - UW Today
    - Leadership messaging
- Social
  - UW – Facebook, Twitter, Google+, YouTube, Instagram, Tumblr, Pinterest, LinkedIn, Vine
  - Leadership – MKY Facebook, AMC Facebook
  - Student Life - Facebook

### PRINT
- RTC
  - Columns
  - Viewpoint

### EVENTS
- Leadership speeches

### PR
- News media and aggregator
- Higher education publication
- Niche publications

### SYNDICATED BLOGS
- External writers i.e. Steven Gottlieb

### PAID MEDIA
- Promote via social channels

### UNIT HOMEPAGES & SOCIAL SITES

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*UNIVERSITY of WASHINGTON*
DRIVEN TO DISCUSS
Call us!

UMAC CONTENT TEAM

- Julie: julie2@uw.edu, 6-5568
- Hannah: hgil@uw.edu, 3-2642
- Meg: mcressey@uw.edu, 1-1713
- Jamie: jswen@uw.edu, 6-5569
TOGETHER WE SHARE
At long last… Story Central!

> Central library for brand-defining stories
> Internally focused

> Promise:
  > The central spot to archive, search and share the UW’s best Boundless stories

> Practice:
  > No extra steps for you!
TOGETHER WE SHARE
At long last… Story Central!

> Who will use Story Central?
  - UMAC
  - UWAA
  - Donor Services
  - Foundation Board
  - Columns
  - Regional Giving
  - UW Today
  - Faculty/Staff Insider
  - Student Life
  - UAA
  - The Whole U
  - News & Info
  - Boundless others!
TOGETHER WE SHARE
At long last… Story Central!

Who will use Story Central?

- UMAC
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A new vision for vascular disease

Dr. Ben Starnes, who served three tours in Kosovo and Iraq as a U.S. Army surgeon, is improving the surgical treatment options for blood vessel disorders while strengthening Harborview's reputation as a leader in clinical research.
TODAY’S PLAN

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NEXT NERD MEETING: THURSDAY, MARCH 5