

Promoting & Supporting our Success: How Research Communications Work at UGA

Office of Research Communications
UGA Marketing & Communications

Friday, September 9, 2022



Meet the 'RComm' Team

- **Michael Terrazas**, *Director*
- **Lauren Corcino**, *Assistant Director*
- **Allyson Mann**, *PR Coordinator*
- **Jennifer Bryant**, *Web Developer*
- **Steve Quinlan**, *Web Developer*
- **Brandon Ward**, *PR Specialist*
- **Olivia Randall**, *PR Coordinator*

and...

- **James Hataway**, *Assistant Director of Media Communications, UGA Marketing & Communications*



Goals for 2022-23

- Internal Communications
- Innovation Gateway
- Grow audience of @UGAResearch



Publications/Webinars

- Research Insights
- Research Live
- [Guide to Office of Research Media](#)



What's New in Research Integrity and Safety

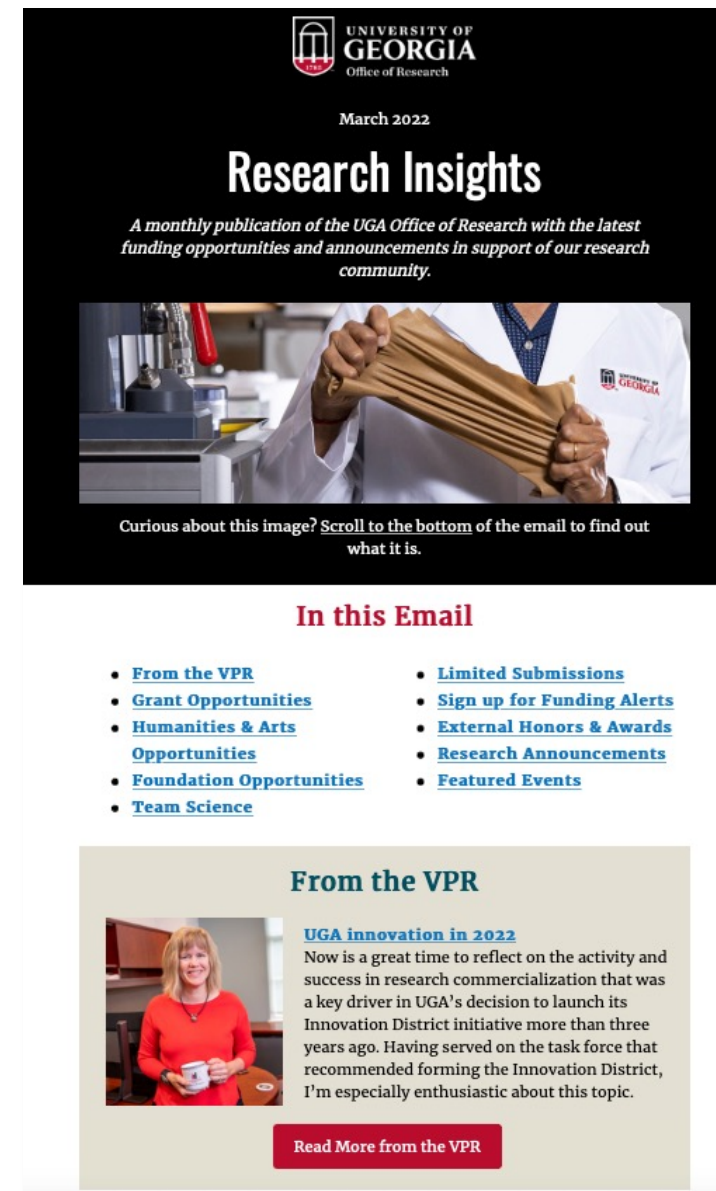
March 11, 2022

Chris King, Associate VP for Research
Kim Fowler, Director, Human Subjects Office
Brandon Foskey, Assistant Director, Office of Research Safety
Gene Pope, Director, COI Review & Management

Research Live

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A screenshot of a video player showing a man with glasses and a beard speaking. The video player has a red play button icon in the bottom right corner.




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Office of Research

March 2022

Research Insights

A monthly publication of the UGA Office of Research with the latest funding opportunities and announcements in support of our research community.




Curious about this image? [Scroll to the bottom](#) of the email to find out what it is.

In this Email

- [From the VPR](#)
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From the VPR



UGA innovation in 2022

Now is a great time to reflect on the activity and success in research commercialization that was a key driver in UGA's decision to launch its Innovation District initiative more than three years ago. Having served on the task force that recommended forming the Innovation District, I'm especially enthusiastic about this topic.

[Read More from the VPR](#)

Events

- Faculty Research Orientation
- Office of Research Town Hall

**SAVE THE
DATE**

Office of Research Town Hall

Oct. 24, 2022
3:30–4:30 p.m.

Zoom registration required.



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2022 RESEARCH FACULTY ORIENTATION

Tuesday, October 18, 2022
2:30 - 3:30 P.M.

Zoom registration required



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New for 2022-23

- Humanities outreach
- Office of Research Enhancements page
- Pivot marketing



Innovation Gateway marketing

- [New website – July 2022](#)
- Newsletter relaunch
- Innovation Hub services & programs



Innovation Gateway
Office of Research
UNIVERSITY OF GEORGIA

IP & Licensing | Startups | For Industry | Programs | Impact | News and Events | Connect

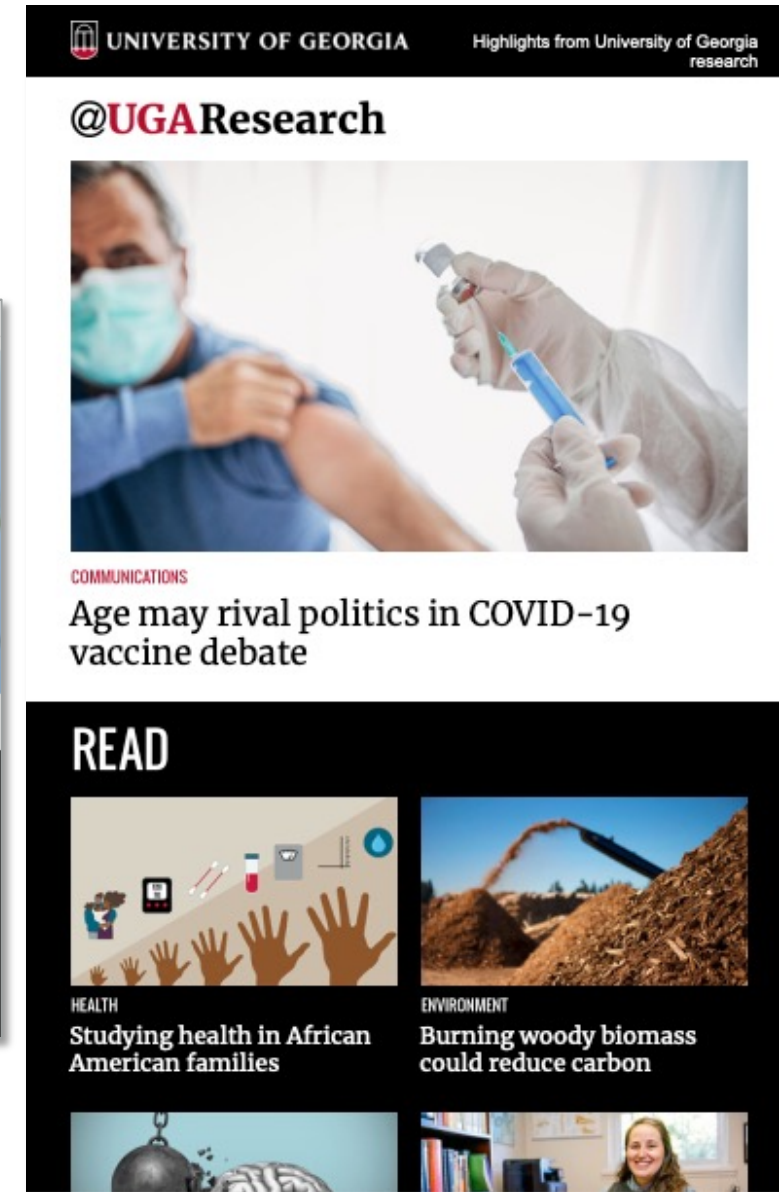
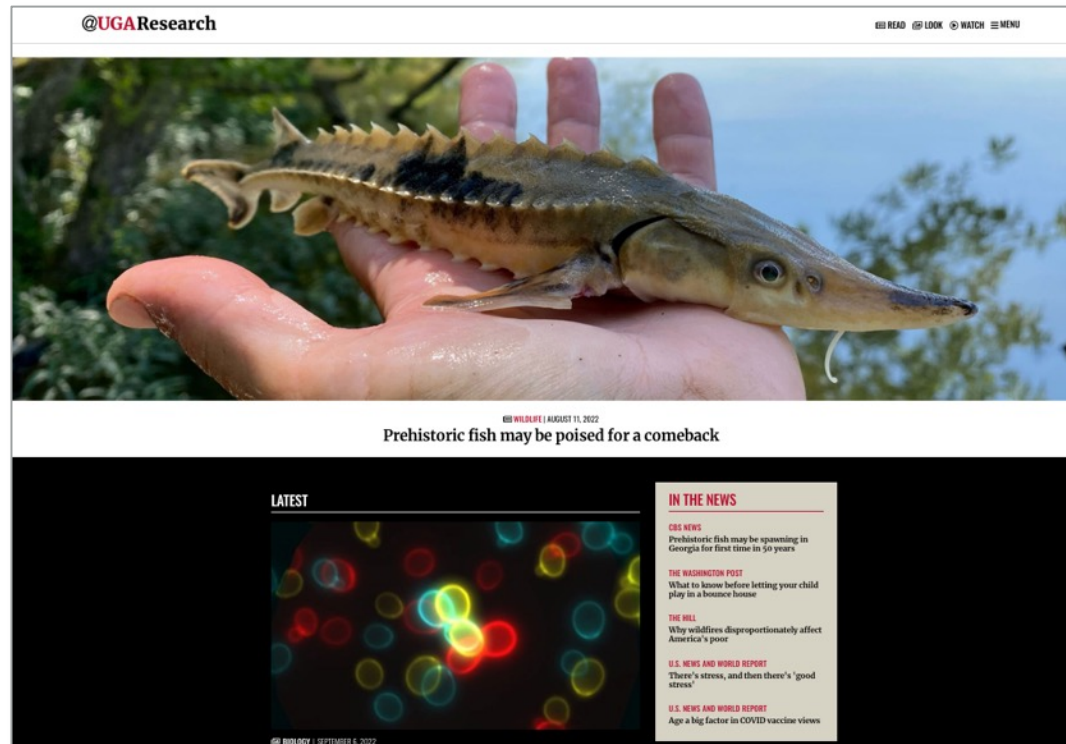


**Moving UGA innovations
to the marketplace**



@UGAResearch channels

- News site can handle stories, images, video
- 6-8 pieces of original content/month
- Newsletter published on first Tuesday to wide campus + external audience



Social media



@ugaresearch



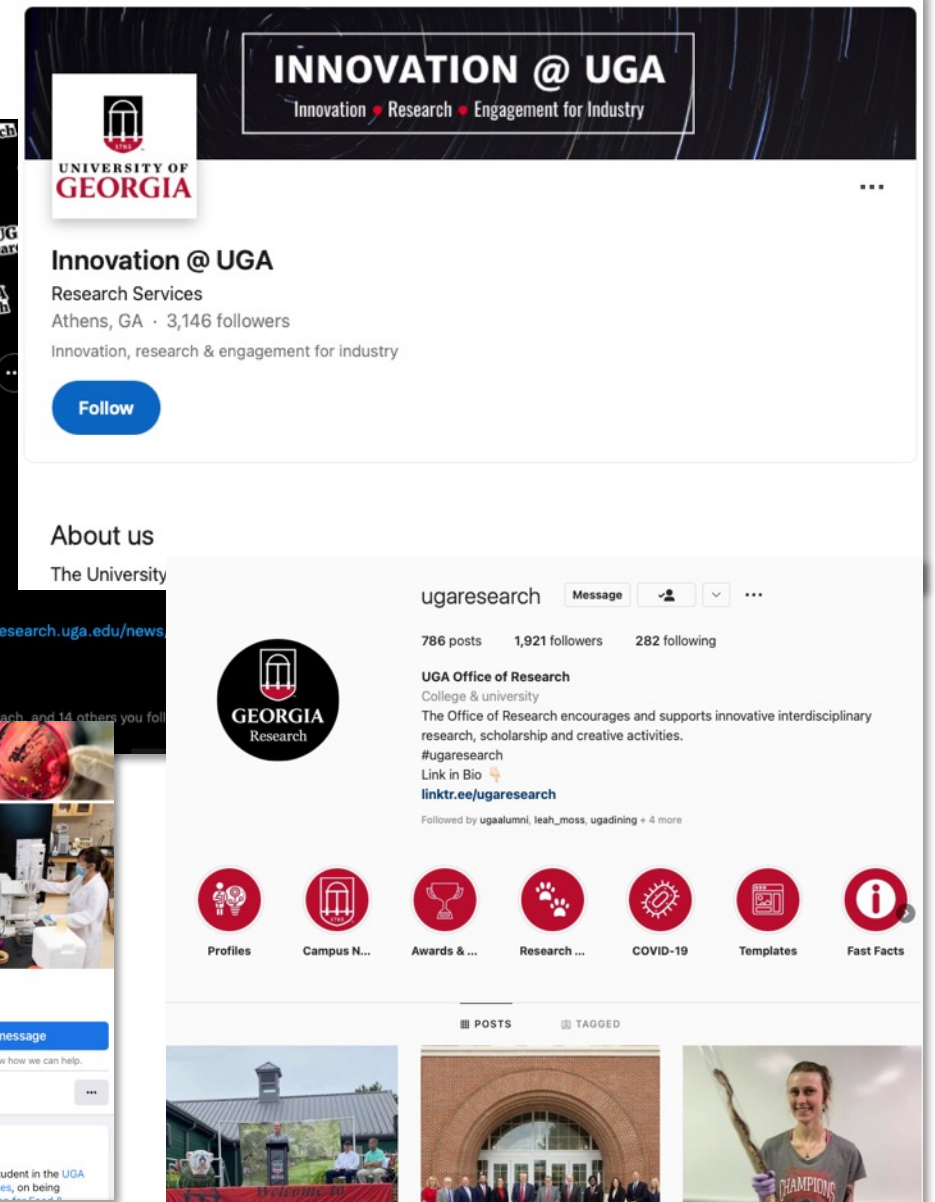
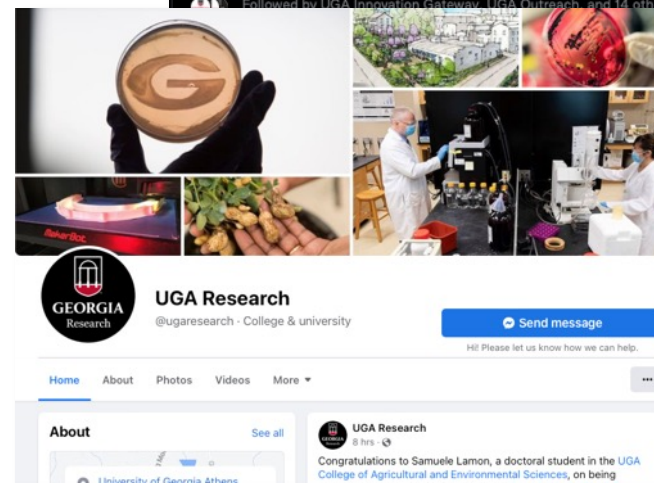
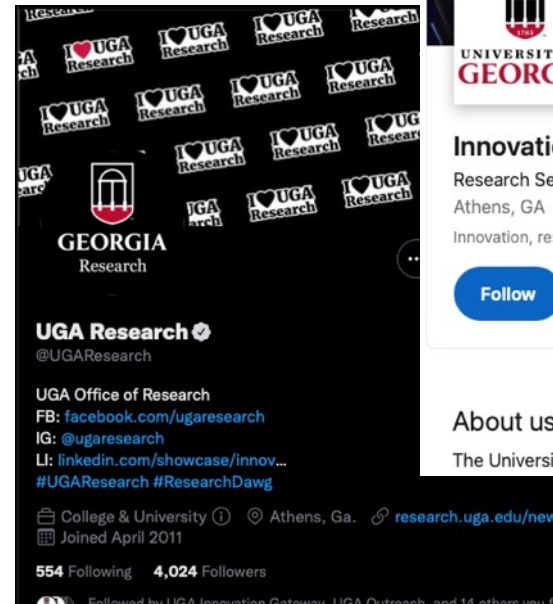
@ugaresearch



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InnovationatUGA



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How Research Communications Work at UGA 9

Media outreach

- Work closely with MarComm and schools & colleges
- Key KPI for UGA strategic plan
- 2022 YTD: 87K media mentions, 7.6B total audience

Newsweek

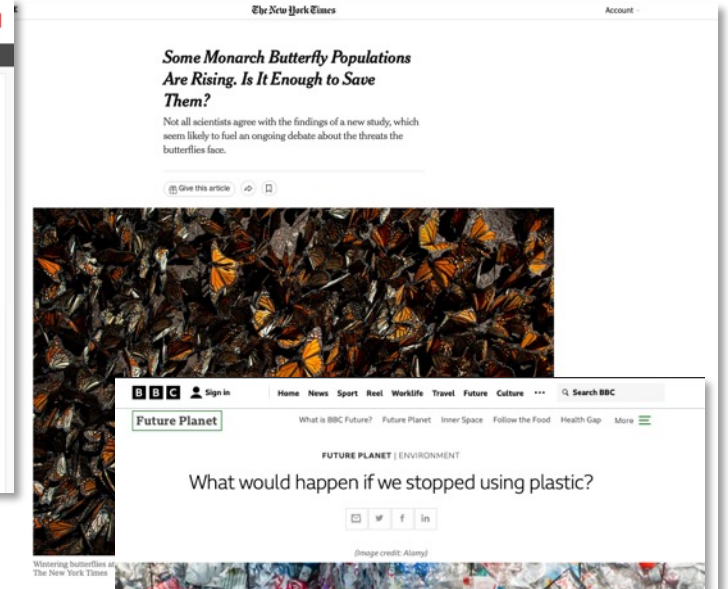
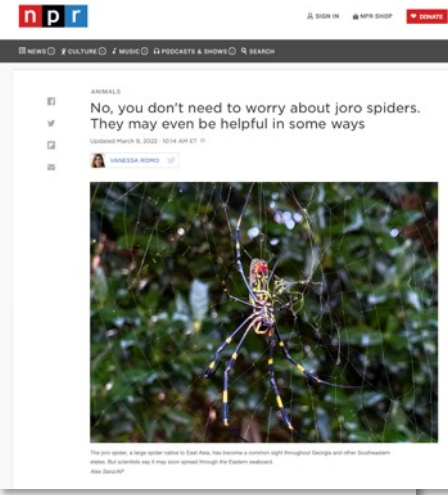
POLITICS

Why Are We So Obsessed With Putin's Health?

BY ED BROWNE ON 5/7/22 AT 5:00 AM EDT



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Questions?

