

University Relations Committee  
Friday, February 7, 2020 1:00-2:00 p.m.  
Chapman Hall Regents Room

Committee Members Present: Ann Raddant, Tom Luljak, Cary Costello, Kevin O'Connor, Jie Chen, Dev Misra, Ginny Stoffel, Shana Poneis, Michelle Putz, Gary Williams

Regrets: Julianna Alitto Kwapil, Christine Roberson, Robin Jens, Nan Kim

Guests Present: Genaro Armas, John Schumacher

Minutes Recorder: Laura Bandemer-Purifoy

Meeting called to order at 1:05 p.m.

Minutes from December 16, 2019 meeting approved.

Tom Luljak thanked the committee for terrific feedback provided on the First Choice campaign.

Genaro Armas and John Schumacher provided information on faculty in the media and the expert directory.

A newsletter is created and distributed to reporters the first of the month, trying to generate interest in UWM stories. It's been in operation for one and a half years and has generated more stories than other efforts have in the past.

The expert directory is online, and we are continually requesting additions to the directory. The University Marketing Committee meets monthly and we ask this committee to let us know about faculty in their areas who have interesting, contemporary topics. Annually Tom and the marketing team meet with each Dean to talk about who is working on what.

When stories break we try to anticipate the experts in each topic area, prior to reporters calling with an inquiry. The biggest challenge is time, as reporters often have very short deadlines. Reporters are usually looking for the expert to guide the story and are not looking for a specific bend to the story. The reporter is on the expert's side.

It was suggested that we reach out to the Provost and Deans to ask them to help in the effort to recruit experts in their communications to the faculty and staff on a more frequent basis with specific asks. It was decided to bring this idea to the University Marketing Committee to redouble their efforts in finding experts in the schools and colleges.

Democratic National Convention: there is a resource section for the media with expert profiles. It is not just about politics but focused on the city of Milwaukee.

We are launching a media training program.

Meeting adjourned at 2:00 p.m.