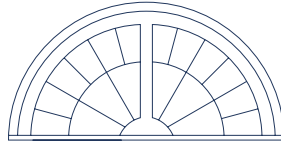

2023-24

University Communications UVA Today Content Plan





THE UVA TODAY STAFF will strive to produce the gold standard of writing and communication in the University of Virginia community. We hear time and time again from communicators across Grounds that “it doesn’t count unless it is in UVA Today” or “being in UVA Today lends legitimacy.”

We will protect those hard-earned plaudits every day, with every story. Our writing will be clear, concise, and compelling for the wide and diverse audience UVA Today serves. We will be advocates for our readers by ensuring each story is creatively told, tightly edited, and invitingly illustrated. And above all, we will advance the University’s strategic objectives through story selection and storytelling.

The 2023-24 UVA Today Content Plan will largely complement the University Communications Annual Work Plan, with emphasis on several key areas:

1. Assisting in the Nov. 13 recovery efforts.
2. Great and Good narrative, progress, and proof points
3. Emphasizing and connecting the Grand Challenges to our storytelling
4. Supporting the University’s ongoing research focus
5. Showcasing the student experience
6. Democracy, free expression, and ideological diversity
7. Expanding UVA Today’s reach with a weekend edition
8. Supporting Virginia football

At the highest level, our intention continues to be the production and distribution of engaging content that grows the audience and elevates the reputation of the institution.



Content Themes

November 13th Recovery

Supporting Goals: University Communications Work Plan Goal One: Strengthening Our Foundation; November 13th Recovery

UVA Today will support the University's efforts to honor the tragic losses last year and to move forward this year. This will include coverage of a September tree planting, football memorials and remembrances, stories on survivors and the road ahead, and any editorial assistance needed as the anniversary approaches.

Research and Discovery

Supporting Goals: University Communications Work Plan Goal Three: Enable Discoveries that Enrich and Improve Lives; Research and Discovery

We will tell the story of the University as a leading research institution. We will invest significant storytelling effort in the areas of neuroscience, sustainability and resiliency, precision medicine, and digital technology and society – and the specific Grand Challenges initiatives being supported. We will showcase the opening of the School of Data Science building and highlight the promise of that endeavor. We will keep readers informed about the Manning Institute's progress.

In addition to in-depth stories showcasing the University's research preeminence, we will also look for and share with our readers more daily science and research stories that inform and delight.

Virginia Football

Supporting Goals: University Communications Work Plan Goal Two: Cultivate the Most Vibrant Community in Higher Education; Virginia Football

In what is likely to be a trying year, look for stories beyond the wins and the losses, including stories of student-athletes; student trainers, managers and staff; and the myriad of other Wahoos who labor behind the scenes. Focus on telling emotional stories of people rather than stories about the program, per se. Many of these features would be Saturday stories in the Weekend edition, coinciding with home games.

CONTENT THEMES (CONTINUED)

Student Experience

Supporting Goals: University Communications Work Plan Goal One: Strengthening Our Foundation; Student Recruitment

We will shine a light on the unparalleled atmosphere and experience we offer all of our students. UVA Today will highlight student stories that show – rather than tell – how a diverse student body benefits all students. We will present stories that show students from all walks of life are welcome here and, when possible, highlight students who are embarking on generation-altering journeys made possible by financial assistance. We will commission a second season of “Every Hoo Has a Story” and consider expanding each story’s depth. Lastly, we will consider making it a regular year-round feature, not just a Final Exercises event.

Highlight Outstanding Faculty

Supporting Goals: University Communications Work Plan Goal One: Strengthening Our Foundation; Faculty and Staff Excellence

We will continue the Faculty Spotlight series, focusing stories on interesting instructors. We will seek professors who are fascinating in other tangible ways, positively reflect on the University’s mission, and further enhance the narrative that a UVA education is unlike any other and is a solid and smart investment. We will examine ways to maximize our communications efforts – not duplicating them – by considering how these efforts might complement the Provost’s Teaching Awards and similar honors.

We will also showcase faculty expertise to local, regional, and national audiences by vigorously monitoring news cycles and looking for opportunities for Q&As and other accessible content to have our faculty explain or opine on major newsworthy events.

Bridge Building / Service

Supporting Goals: University Communications Work Plan Goal Two: Cultivate the Most Vibrant Community in Higher Education; Bridge Building and Community/Good Neighbor

Seek and highlight stories of the UVA community being a good neighbor in grand and modest ways. Stories could include small deeds students are performing in the community through Madison House and substantial efforts to improve health care in rural Virginia. These stories will include CVC fundraising and the Community Bridges 5K.

CONTENT THEMES (CONTINUED)

Democracy

Supporting Goals: University Communications Work Plan Goal Two: Cultivate the Most Vibrant Community in Higher Education; Democracy

Coverage in this space will reflect activities of the components of the Karsh Institute and their work (Center for Politics, Miller Center, College Democracy Initiative, Batten School, Cooper Center). We will seek to elevate voices and research that provide a clear analysis of threats and potential solutions to democratic norms, institutions, practices, and responsibilities. The Democracy content umbrella also covers content that reinforces bridge-building among those with differing beliefs, viewpoints, and experiences, focusing on the benefits of compromise and mutual-respect and civility.

Capital Projects

Coverage of construction projects, including:

- School of Data Science building
- Football Operations Center and Olympic sports venues
- Alderman Library renovations
- Paul and Diane Manning Institute of Biotechnology
- Contemplative Sciences Center

Additional Focus and Aspirations

We will:

- Whenever possible, write about people and not things
- Brighten our coverage by employing more videos, infographics, timelines, and other reader aids
- Collaborate regularly with the digital content team
- Explore responsible and appropriate opportunities for Artificial Intelligence to assist our work
- More deliberately engage and leverage communicators across Grounds to provide additional content for UVA Today
- Pay more deliberate attention to how some of our daily coverage may reflect institutional priorities such as the Grand Challenges, and highlight those connections



Coverage Responsibilities

Leadership

Brian Coy

Associate Vice President for Communications and Chief Communications Officer

- UVA Today oversight
- Liaison to the president

Mike Mather

Managing Editor

- Scholarships liaison
- Provost/faculty liaison
- Special assignments and projects
- UVA Today Weekend
- Writing and editing coach

Editors

Dan Heuchert

Chief Copy Editor

- Accolades
- Special features

Bryan McKenzie

Assistant Editor

- School of Continuing and Professional Studies
- School of Education
- Democracy/Karsh/Miller Center/Center Politics
- Architecture

Senior Editor (*vacant*)

- Special assignments and projects
- UVA Today daily operations
- Liaison to communicators across Grounds

Writers

Alice Berry

News Associate

- Liberal Arts and the Social Sciences
- Nursing
- Diversity and Equity (OAAA, Woodson Institute, Women's Center)
- Libraries

Bethanie Glover

Deputy Spokesperson

- Institutional priorities lead
- Major personnel announcements
- Community initiatives
- Headlines

Renee Grutzik

Student Writer

- General student experience
- On-Grounds perspectives and events

Jane Kelly

Senior News Associate

- Student experience thematic
- UVA Life and Culture
- Value Proposition (admission, job placement, career services, cost and debt, rankings, graduation rates, financial aid, SuccessUVA)
- Psychology
- Law

Matt Kelly

News Associate

- Batten
- Economics
- Facilities
- UPD/ROTC
- Grounds/Academical Village

Andrew Ramspacher

News Associate

- Darden
- McIntire
- Digital Technology and Society theme
- Media Studies
- Athletics

Eric Williamson

Senior News Associate

- Basic science
- VPR
- School of Data Science
- Brain/neuroscience research thematic
- Environmental resilience and sustainability research thematic
- Biomechanical engineering

Other Contributing Resources

Josh Barney

Eric Swensen

- UVA Health
- School of Medicine

John Carfangno

Russ Bahorsky

Len Perez

- College and Graduate School of Arts & Sciences

Mary Wood

- Law

NOTE In this Content Plan, "obituaries" has been removed as a beat area. Instead, when a University luminary passes, the writer covering the beat most related to that faculty or staff member will write the obituary, with the help of school communicators.