

# UVA TODAY

# EDITORIAL PLAN

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**2022-23**

**WITH THE UNIVERSITY'S "GREAT AND GOOD" 10-YEAR STRATEGIC PLAN** now entering its fourth year, University Communications has revisited its annual Work Plan to organize its fiscal year work behind existing and new priorities. This Editorial Plan complements the department's FY23 Work Plan, and reflects evolving areas of emphasis. Recent years have included a necessary focus on "pandemic resilience" in our news and communications in support of the University's efforts to function in that challenging context. With the most urgent concerns regarding the pandemic now past, we are eager to focus our storytelling on directly supporting the Great and Good plan, with emphasis on research priorities, the student experience, access and value, and service to the greater community. At the highest level, our intention continues to be the production and distribution of engaging content that grows audience and elevates the reputation of the institution.

# 2022-23 Key Content Themes

## **RESEARCH PRIORITIES**

Through its Grand Challenges program, the University has clearly refined its research focus, now targeting institutional funding to specific initiatives within the overarching categories. This provides us an even better roadmap for content. We will invest significant storytelling effort in the areas of neuroscience, sustainability and resiliency, precision medicine, and digital technology and society – and in the specific Grand Challenges initiatives being supported.

## **DEMOCRACY**

Democracy is one of the overarching research categories. But the immediacy of work in this space, the emergence of the Karsh Institute of Democracy, and the ongoing debate about the health and future of American Democracy prompted our decision to break this into its own emphasis area. 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 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 and experiences, with compromise and mutual-respect and civility featured as cogs to a healthy democracy. Much is made of “viewpoint diversity” in higher education today. And we will seek opportunities to reflect this in our storytelling – but not confining the opportunities to simple political differences and ideologies. We also will seek to highlight the work of UVA alumni who are committed to public service in roles that strengthen democratic institutions, practices and norms.

## **STUDENT EXPERIENCE**

UVA's pandemic experience revealed institutional resiliency to provide a world-class education in any environment. It also underscored the unique value and appeal of the UVA on-Grounds residential student experience. During the 22-23 FY, we will tell this student-experience story with added emphasis, beginning with substantial coverage of the start of the Fall academic semester. Our content will seek to provide insight into the experience, highlight its value to student growth and opportunity, and offer many examples of the richness of the environment to current and prospective students, faculty and staff.

## **ACCESS, VALUE AND AFFORDABILITY**

The value proposition coverage area includes stories about admission, job placement, career services, cost and debt, rankings, graduation rates, scholarships, financial aid, etc. It includes activities and programs that emerge from the strategic plan's “SuccessUVA” initiative.

## **SERVICE**

In the strategic plan, service includes offering an affordable education and excellent health care. It includes expanding academic offerings beyond Grounds, and supporting entrepreneurship and activities/operations that benefit communities and economies. We also know that service reflects instances when people at UVA literally serve or help others in some way, through their jobs, in their personal lives, across the community. UVA Today staff will search for stories that demonstrate service from their respective beat areas.

## **COMMUNITY/GOOD NEIGHBOR**

The Great and Good Plan emphasizes in multiple places our intention to strengthen the UVA community and the broader Charlottesville-area community. UVA Today's coverage must consistently seek and highlight examples of how UVA is living up to its values, and is working to ensure that the region is "among the best and most equitable places to live, work and study." This includes shining a light on the many individual and collective connections between UVA and its people within the local communities.

## **HONOR THE FUTURE**

We will create and distribute content, and seek earned media, that supports the Honor the Future campaign by emphasizing how philanthropy improves the quality of education, instruction, research, diversity and access, the community, patient care, and the breadth of the student experience.

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# **Beat Areas**

*The Content & News team enters the 22-23 FY after a period of significant (relative to its recent history) turnover and staff restructuring. With a number of new faces in key roles and responsibilities, we plan to shift our editorial oversight to more of an "editor-driven" than "writer-driven" content approach as we progress through this year's Work Plan.*

*Note that UVA Today content comes from across Grounds and is produced by staff writers and by communicators at schools and units. Our approach is to serve as a content hub and work closely with communications partners to find and share stories from a wide variety of sources.*

*This includes finding, reporting and distributing interesting, newsworthy research stories from across schools and units, institutes and centers. These will include basic sciences, engineering, education, medicine, business and law, and the humanities. Our coverage also will be informed by regular communication with the VPR office, provost and UVA Health.*

*We will strive for our writing -- especially when reporting on technical and scientific subjects -- to be clear, concise and compelling to the wide and diverse audience that UVA Today serves. We will strive to communicate stories of UVA's ground-breaking research and discoveries in accessible language that is easily consumed by all readers.*

*And after two years of largely remote and hybrid work, we will encourage our staff of writers and photographers to get back on Grounds, to talk to students in person, to interview and photograph faculty in their environments, and to tell stories with the emotion and detail that only comes from being present in the process.*

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# Content & News Coverage Responsibilities

## **MIKE MATHER**

*MANAGING EDITOR*

- Scholarships liaison
- Provost/faculty liaison
- School of Engineering and Applied Science liaison

## **MCGREGOR MCCANCE**

*EXECUTIVE EDITOR*

- Honor the Future liaison
- Innovation/LVG liaison
- Special assignments and projects

## **BETHANIE GLOVER**

*DEPUTY UNIVERSITY SPOKESPERSON*

- President's staff liaison
- Institutional priorities lead
- Major personnel announcements
- Community initiatives

## **ANDREW RAMSPACHER**

*UNIVERSITY NEWS ASSOCIATE*

- Darden
- McIntire
- Democracy theme/initiative
- Digital Technology and Society theme
- Media Studies
- Athletics

## **MATT KELLY**

*UNIVERSITY NEWS ASSOCIATE*

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

## **ERIC WILLIAMSON**

*UNIVERSITY NEWS SENIOR ASSOCIATE*

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

## **DAN HEUCHERT**

*CHIEF COPY EDITOR*

- Principal copy editor
- Accolades
- Special features

## **ANNE BROMLEY**

*UNIVERSITY NEWS ASSOCIATE*

- Liberal Arts and the Social Sciences
- Nursing
- Diversity and Equity  
(Office of VP, OAAA, Woodson Institute)
- Libraries
- Obituaries

## **JANE KELLY**

*UNIVERSITY NEWS ASSOCIATE*

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