

Published Research Guidelines

The Office of Strategic Communication (OSC) celebrates peer-reviewed research results—from business to the humanities to the sciences—and welcomes the opportunity to work with you to help publicize your findings.

We use many strategies to highlight published research. These can include a written story (also called a news release), media pitch, media availability, photography, video, or social-media post.

Important note: OSC is not able to publicize every research project conducted by faculty. To assure we are serving the university effectively while managing our limited resources, our team considers several factors when evaluating requests for collaboration, including research impact and significance, public interest, timeliness, and current bandwidth.

We have created this guide as a quick reference for working with OSC to tell your story. Contact us at OSC-ResearchRequest@uiowa.edu to share a research result.

We look forward to hearing from you.

Audience: OSC produces published research content primarily for external audiences. The most noteworthy of the external audiences is the news media, including local, national, international, and specialized outlets. OSC will ask you to identify the primary and secondary audiences you seek to reach by publicizing your study.

Authorship: A university faculty member serving as the corresponding or co-corresponding author is a key consideration. OSC will consider creating content in cases when a senior author's institution elects not to cover or if there is major, impactful contribution from an Iowa co-author.

Timeliness: The online publication date is an important element for consideration. Ideally, OSC would like to finalize content before the study is published online in order to leverage the embargo period with media. OSC will consider creating content about studies that already have been published online, but the publication date must be within 30 days of your contact with OSC.

Embargos: OSC will leverage journal embargo periods whenever possible. OSC will work closely with the journal to establish the embargo period and will contact only trusted media during that period.

Funding: OSC will be transparent about funding sources for the research and will disclose any conflicts of interest.

Impact factor: OSC does not consider a journal's [impact factor](#) when deciding whether or not to create content.

Journal reputation: OSC prioritizes studies published in prominent journals frequently covered by the media; however, there are many discipline-specific journals worthy of attention.

Peer review: OSC will not consider creating content for studies that have not had at least some level of peer review.

Study selection: OSC's primary consideration for creating content about a study is its newsworthiness. The following are some criteria OSC considers newsworthy.

- Impact (Does it advance the field meaningfully?)
- Public interest (Does it appeal to a meaningful constituency or the public at large?)
- Significance (Is the finding/result considered significant, either in the field or generally?)
- Uniqueness (Is it a groundbreaking, or first-time finding or advance?)
- Timeliness (Does the study tie in with a current or recent development in the news?)
- Trend (Does the study tie in with a topic or subject in the news?)
- Visuals (Are there compelling, eye-catching visuals—pictures, images, graphics, video—associated with the study?)
- “Wow” factor (Does the study fire the imagination, or people’s wonder, in a meaningful way?)

Process: When creating content about your research, OSC will work closely with you from the beginning (being informed the paper has been accepted by a peer-reviewed journal) to the end (facilitating media interviews and helping you prepare talking points for media interactions).

These are the general steps of working with OSC to create content about your research:

- Contact OSC (email: OSC-ResearchRequest@uiowa.edu) when your paper has been accepted.
 - Explain the finding and why it’s important in a few sentences and in simple language.
 - Identify the primary and any secondary audiences you seek to reach.
 - Attach the paper (which will be kept confidential), so OSC can become familiar with the findings.
- OSC will evaluate the potential media and public interest in the study.
- If your study meets OSC’s selection criteria, a member of our content team will be in touch to schedule a time to speak with you to learn more.

- From that conversation, OSC will consider producing one or more of these content types:
 - A news release
 - Tailored pitch to media
 - A feature story for a UI website
 - Social media post
 - Video
 - Photography
- You will have an opportunity to review any content OSC creates to ensure it is accurate.
- If pitching to the media, OSC will confirm in advance your availability to speak with reporters and work with you on suggested talking points.
- OSC can help schedule and facilitate media interactions for you.