Integrated Omni-Channel Communications and Marketing Approach

**OISE Website**
- Home page banner promotion
- Stories and videos developed featuring OISE scholars

**Events**
- Pop-up banners, booth and event collateral during events

**Earned Media**
- Online and print coverage referring to OISE at AERA events
- U of T Bulletin

**Print Advertising**
- Posters in the OISE Elevators
- Banners at Booth and at Events
- OISE Postcards, Brochures, VIEWBOOK

**Digital Advertising**
- Promotion in the LOBBY screens
- Digital slideshow and videos
- Highlight OISE News, Events, Research and publications

**SWAG Giveaways**
- Chocolates, Mints, Pens, OISE Ribbons, Sleeveholders, Umbrellas, Notebooks, Pins, Lanyards

**Social Media**
- **Paid**
  - Facebook advertisements
- **Owned**
  - Posts on LinkedIn, Facebook, Twitter and Instagram from all accounts
  - Instagram takeover at the event
- **Earned**
  - Shared posts from public users who use hashtag #OISEUofT
**KEY HIGHLIGHTS OF SOCIAL MEDIA CHANNELS**

- OISE’S SOCIAL MEDIA PLATFORMS GENERATED 6.9 MILLION IMPRESSIONS ACROSS OUR FOUR SOCIAL MEDIA CHANNELS
- FOLLOWERS INCREASED BY OVER 300%

<table>
<thead>
<tr>
<th>Twitter</th>
<th>Instagram</th>
<th>Facebook</th>
<th>Media Relations + News</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 17.2K followers</td>
<td>1,752 followers</td>
<td>6,135 likes and 6,457 followers</td>
<td>U of T News: 44 OISE stories published</td>
</tr>
<tr>
<td>17% increase in followers from last year</td>
<td>100% increase in followers from last year</td>
<td>53% increase in followers from last year</td>
<td>OISE News: 51 stories published</td>
</tr>
<tr>
<td>Top performing video reached up to 1.8 million people and had 292 shares</td>
<td>Our Instagram channel gained 666 new followers, an increase of 84%. Our growth rate is slightly above industry average.</td>
<td>6,566 reactions and 2,589 shares, out-performing Columbia’s top post by 2550%</td>
<td>Video Series - AERA Faculty Spotlight: 59,178 overall views on Twitter, Facebook and LinkedIn.</td>
</tr>
</tbody>
</table>
FUTURE OF EDUCATION: PANEL EVENT
ELEVATOR POSTERS

OISE AT AERA
Over 200 OISE researchers maximizing impact at AERA. Don’t miss it! www.aera.net
Professor Mary Reid

OISE AT AERA
OISE celebrates award-winning researchers at AERA. Don’t miss it! www.aera.net
Professor George Dei

OISE AT AERA
Over 200 OISE researchers maximizing impact at AERA. Don’t miss it! www.aera.net
Professor Rubén Gastambide-Fernández

OISE AT AERA
Over 200 OISE researchers maximizing impact at AERA. Don’t miss it! www.aera.net
Professor Lance McCready

OISE AT AERA
Over 200 OISE researchers maximizing impact at AERA. Don’t miss it! www.aera.net
Professor Lana Sternac

UNIVERSITY OF TORONTO
OISE | ONTARIO INSTITUTE FOR STUDIES IN EDUCATION
AERA VIDEO SERIES
RESEARCH SOUNDBYTE WITH DR. CAROL CAMPBELL

CAROL CAMPBELL
ASSOCIATE PROFESSOR, DEPARTMENT OF LEADERSHIP, HIGHER AND ADULT EDUCATION

"how do we develop excellence and..."
I will be presenting two presentations
AERA VIDEO SERIES

RESEARCH SOUNDBYTE WITH DR. RUBEN GAZTAMBIDE-FERNANDEZ

My area of research, generally speaking, is about
I’m an assistant professor of Indigenous mental health.
OISE WEB BANNERS
& WEB STORIES
OISE researcher accurately measures blood pressure using phone camera

In a new study led by Professor Kang Lee, researchers were able to measure three types of blood pressure with 95 to 96 per cent accuracy in adults, by capturing two-minute videos using an iPhone equipped with transdermal optical imaging.
Digitizing sacred knowledge
Professor Jennifer Wemigwans teams up with Indigenous communities in South and North America to bring their traditional calendar systems online
READ MORE
Professor Kathleen Gallagher highlights the role of working together in convocation keynote
Professor Normand Labrie awarded honorary doctorate by the University of Quebec at Rimouski

The renowned linguist was recognized for his contributions to the development of knowledge and the influence of the French language.

READ MORE
October 07
Dean Glen Jones receives CIHE Award for Significant Research in International Higher Education
Congratulations to our very own Dean Glen Jones who has received the Council for International Higher Education (CIHE) Award for Significant Research in International Higher Education for his book entitled "Professorial Pathways: Academic Careers in a Global Perspective" (2019). The award recognizes highly significant research outcomes in the field of international higher education with a focus on state-of-the-art knowledge and scholarship. Read more.

October 07
Professor Lance McCready named Bissell-Heyd Research Fellow at U of T's Centre for the Study for the United States
Congratulations to Professor Lance McCready who will serve as the 2019-2020 Bissell-Heyd Research Fellow at the Centre for the Study for the United States (CSUS) at the Munk School of Global Affairs. With his fellowship, McCready plans to organize a Queer of Color Analysis in Education Research Institute, with details coming soon.

October 02
Professor Karen Mundy appointed to the UNESCO International Commission on the Futures of Education
Professor Karen Mundy, an expert in international and comparative education, has been appointed to the UNESCO International Commission on the Futures of Education. Launched on September 26, the initiative aims to re-imagine how knowledge and learning can shape the futures of humanity in a context of increasing complexity, uncertainty and precarity. Read more.
September 30
Professor Charles Pascal comments on new Ontario figures on reduced class sizes and its impact on teachers
Professor Charles Pascal comments on new Ontario Financial Accountability Office (FAO) figures on class size that claim if the province had maintained previous class size averages, there would have been 994 more elementary teaching positions and 9,060 more high-school teaching positions in the education system by the 2023-24 academic year. Read more in the Globe and Mail.

September 30
Professor Leesa Wheelahan rethinks technical and vocational education and training
Tune in to FreshEd Podcast to rethink technical and vocational education and training with Professor Leesa Wheelahan, our William G. Davis chair in Community College Leadership, who looks at the area from a 'productive capabilities' perspective. Listen here.

September 27
Professor Carol Campbell provides recommendations for closing the poverty-related attainment gap in Scottish schools
Scotland’s school attainment gap could take 15 years to be reduced warn an international panel of education experts, including OISE’s own Professor Carol Campbell. In a new article, Campbell discusses the International Council of Education Advisers (ICEA) and their recommendations for closing the poverty-related attainment gap, including creating more pathways for community and parent engagement and using new funding to explore the effects of poverty in Scottish schools. Read more.
RESOURCES AVAILABLE FOR FACULTY
THE OISE RESOURCE HUB

YOUR ONE STOP SHOP TO DOWNLOAD OISE OFFICIAL FONTS, LOGOS, POWERPOINT TEMPLATES AND MORE!

OISE PowerPoint Template

The OISE PowerPoint template can be adapted to a variety of presentation requirements. There are a number of slide options to choose from.

Please note the Trade Gothic fonts must be installed for the use of this template.

Download PowerPoint Template

Welcome to the OISE Resource Hub designed to offer effective communications resources, guidelines, templates and samples to help you develop consistent and compelling content.

This addition features links to fonts, logos, word and powerpoint templates and more. Please stay tuned for additional tips and resources to follow in the next edition.

OISE Fonts

Trade Gothic must be installed for use of the OISE templates.

Download OISE fonts (ZIP)

Here are the step-by-step instructions on how to install the fonts.

OISE Logos

Official logos are an essential part of OISE’s brand.

Download OISE Logos

Logos must be used in their entirety and cannot be altered in any way.
OISE’S MEDIA CLIPS

- A digital showcase of key highlights, top stories and media mentions
- Our team prepares and shared these clips with the entire OISE community multiple times a week

Dear Colleagues,

Enclosed please find your media clips & top stories for November 18. Of note, please see:

**OISE ranked as top Canadian institute for education** (OISE News)
Times Higher Education magazine has released its 2020 World University Rankings for individual subjects and OISE is ranked 14th globally

**Professor Kathleen Gallagher highlights the role of working together in convocation keynote** (OISE News)
In her convocation speech to graduates of the University of Toronto's School of Graduate Studies and graduate programs at the Rotman School of Management, OISE Professor Kathleen Gallagher challenged the graduates with two small thoughts. [WATCH VIDEO](#)

**Researcher Dr. Kang Lee helps parents understand why children lie and how praise can help** (New York Times (Online))
Reach: (2,625,650)
OISE Professor Kang Lee explains why children lie.

**U of T’s child-minding pilot program** (CBC Radio: Metro Morning)
Jesse Carliner of Libraries and OISE graduate student Asmita Bhutani Vij discuss how the program helps students balance their parenting and academic needs.
MEDIA RELATIONS 101

ANNA WEIGT-BIENZLE, MEDIA RELATIONS OFFICER, UTC
INTRO TO UTC: TOP STORIES

• The “greatest hits” of the previous day’s media mentions

• Our department prepares and distributes these to over 800 members of the university community by 8:00 a.m. each morning

• Close to 100% daily readership among senior university leaders
BREAKING NEWS EXPERTS (BNE)

- Recommending our experts to reporters every day
- Identify trending news stories and U of T experts available for comment
- Share with news desk by 10AM
- Results: On average, over 200 media hits a month are a direct result of BNEs

U of T Communications recommends the professors below for today’s breaking news stories.

For additional breaking news experts, visit our media page or search the U of T Blue Book.
If you have trouble reaching any of the experts, give us a call at (416) 978-0100.
Note that due to the volume of requests and teaching commitments, we cannot always guarantee a prompt response from our experts.
Please let us know if you no longer wish to receive these alerts and we will remove you from our list.

Experts for Friday, October 18, 2019

World Menopause Day, 10th anniversary
Dr. Wendy Wolfman, Associate Professor Department of Obstetrics and Gynaecology
Expertise: Menopause; Women’s health; Gynaecology
Tel: (416) 386-4753; (416) 960-4000 x 7598
Email: wendy.wolfman@uhnresearch.ca
**Please read: World Menopause Day marks its ten year anniversary

Federal Election: 4 days left
Megan Boile, Professor at the Ontario Institute for Studies in Education
Expertise: How Jagmeet Singh’s use of social media is impacting the youth vote
Mobile: (416) 454-5076
Email: megan.boile@utoronto.ca (Email is best)

Phil Tridafilooulos, Associate Professor of Political Science, U of T Scarborough
Expertise: Immigration and party politics in Canada; Why PPC is gaining ground in Alberta
Email: t.tridafilooulos@utoronto.ca

Brexit
Randall Hansen, Interim Director Munk School of Global Affairs & Public Policy
Expertise: Details of the new Brexit deal
Email: r.hansen@utoronto.ca (limited availability)
The Blue Book is designed to be a one stop shop for when media are looking for experts. Faculty members interested in being included share their areas of expertise & contact information. You can be added or removed at any time and we are always happy to update your information as your areas of study change and grow.
TELLING YOUR STORY

Our goal is to get media interested in your research & expertise

• There are a few ways to do that:
  – Working with your comms team here & at central communications (UTC) to publicize your work on OISE’s website and U of T News
  – Sharing your studies with us prior to embargo (if applicable) and having us pitch it
  – Being part of BNEs or the Blue Book

• How you can help – put things in layman’s terms by sharing with us
  – What your study is about
  – What the key findings are
  – What was your method
  – Why is this important & why should the general public care
BEFORE THE INTERVIEW

• Journalists are almost always racing the clock. Return calls promptly, but remember that you are not obliged to do an interview on the spot.

• If you need time to prepare, ask for it. Don’t be afraid to ask the journalist for more information:
  o What’s the story?
  o Is this a firm assignment or are you looking for background information?
  o How much time do you need for the interview?
  o What is your deadline?
  o For TV or radio, ask: What is the format? Is it live? Will there be a panel and if so, who else is on it?
  o Get the reporter’s name and contact information, and call back at a mutually agreed time.
NOW YOU’RE TALKING

• Explain the significance of your work to everyday life. What are the implications? Why should someone outside of your field care about this?

• The journalist won’t use everything you say. Decide in advance on your two or three key points and make them clearly.

• Use language that a grade 8 student would understand. Simple, straightforward explanations, free of jargon, reduce the chance of distortion or error.

• Reporters don’t know as much about your area as you do. They may have received the assignment only an hour ago, so don’t be surprised if they seem unprepared. Have patience in clarifying facts and issues that may seem simple to you.

• If you have additional images or video that might help illustrate the story, offer them.

• Don’t be afraid to show your enthusiasm for your work and remember to always mention OISE and U of T!
LOOK MA! I’M ON TV (OR RADIO)

- Wear something you feel good in
- Body language is important. Sit up straight - even if you’re on radio people can hear when you smile
- Look at the interviewer – or, in a panel situation, to the person you mean to address
- Avoid looking into the camera
- Don’t wear clothes with the insignia of another organization or university
- Try not to over-prepare. Write down a few key points (three is ideal) in bullet point form. This will help you sound natural and confident
- Offer examples that help make your message personal
- If you get an unexpected question, don’t answer right away. Take a moment and collect your thoughts before you begin.
- Silent pauses are okay. And if you really do not have an answer, or it is a subject about which you are not familiar, be honest.
INTERVIEW DOS & DON’TS

• Do be kind & informative. Media will always remember great interviews and will call back the people they know will help them do their job well.

• Don’t ask to review the story before it runs.

• Do let the reporter know that you are available to answer any further questions or clarify information. Provide a phone number where you can be easily reached to check facts.

• Don’t forget there’s no such thing as off the record.
  – If you are asked to “chat” while the cameraman shoots “B” roll (non-interview footage, cutaway shots, etc.), be sure your body language and comments are appropriate.
  – Be aware that any answers you provide or comments you make during this time can be used on the air.
WRITING AN OP-ED

• Effective way to communicate your professional opinions – and your research – while adding to the public conversation about a topic
• Have a clear editorial viewpoint. State your opinion/thesis in your first paragraph and then back it up
• Always write for the general public, not your peers. Be clear and straightforward. Use simple words, short declarative sentences.
• Express a strong call to action.
• Submissions should be about 650 words.
• The editor reserves the right to edit or condense your contribution.
• Offer exclusivity to your outlet of choice. Don’t approach a second outlet until you’ve been declined by the first one.
• Need help? Let us know.
QUESTIONS?

Anna Weigt-Bienzle, Media Relations Officer at UTC
anna.weigtbienzle@utoronto.ca
416-371-1575