

# ***AVAP COMMUNICATIONS WEBINAR***

**Purdue University Communications Team**  
**October 7, 2020**



**PURDUE  
UNIVERSITY**

College of Veterinary Medicine

# *Purdue Veterinary Medicine Communications Team*

## **Public Affairs and Communications**

- Kevin Doerr, Director
- Allison Carey, Assistant Director of Communications
- *Vacant*, Veterinary Hospital / ADDL Marketing and Communications Manager

## **Web Team**

- Wright Frazier, Director of Web Communications
- Osmar Lopez, Senior Web Developer

# *Purdue Veterinary Medicine Communications Team*

## **Alumni Relations and Special Events**

- Susan Xioufaridou, Director

## **Interns**

- Communications Intern
- Social Media Interns

# *Making the Most of Opportunities*

## Capitalizing on Milestones: A Year of Anniversaries



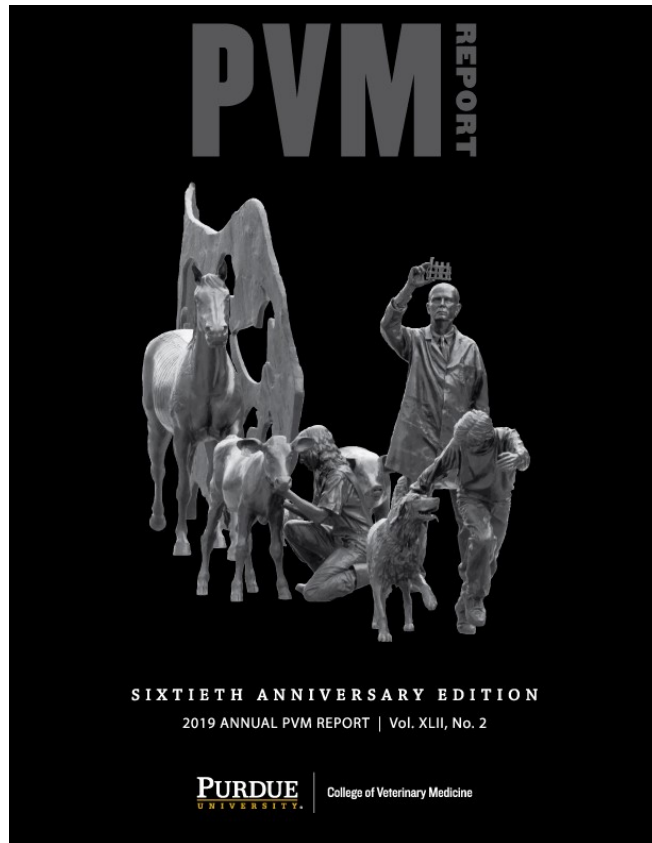
# *2019: The “Good Ol’ Days...”*

## Making a Splash



# 2019: The "Good Ol' Days..."

## Making a Splash



**WHAT'S LIFE WITHOUT A FEW PRINTS?**

Animals, apart from their basic needs to eat, drink, and breathe, have a lot more to offer than we often realize. They are full of life, and their paw prints are a testament to their lives. They are a reminder of the joy and companionship they bring to our lives. They are a part of our family, and their paw prints are a mark of their presence in our lives.



**PACESETTERS**

1. Dr. David M. Blevins, BVMS	16. Dr. Robert M. Anderson, DVM, MS, DACVIM
2. Dr. David J. Cook, DVM	17. Dr. Robert M. Anderson, DVM, MS, DACVIM
3. Dr. Robert M. Anderson, DVM, MS, DACVIM	18. Dr. Robert M. Anderson, DVM, MS, DACVIM
4. Dr. Robert M. Anderson, DVM, MS, DACVIM	19. Dr. Robert M. Anderson, DVM, MS, DACVIM
5. Dr. Robert M. Anderson, DVM, MS, DACVIM	20. Dr. Robert M. Anderson, DVM, MS, DACVIM
6. Dr. Robert M. Anderson, DVM, MS, DACVIM	21. Dr. Robert M. Anderson, DVM, MS, DACVIM
7. Dr. Robert M. Anderson, DVM, MS, DACVIM	22. Dr. Robert M. Anderson, DVM, MS, DACVIM
8. Dr. Robert M. Anderson, DVM, MS, DACVIM	23. Dr. Robert M. Anderson, DVM, MS, DACVIM
9. Dr. Robert M. Anderson, DVM, MS, DACVIM	24. Dr. Robert M. Anderson, DVM, MS, DACVIM
10. Dr. Robert M. Anderson, DVM, MS, DACVIM	25. Dr. Robert M. Anderson, DVM, MS, DACVIM
11. Dr. Robert M. Anderson, DVM, MS, DACVIM	26. Dr. Robert M. Anderson, DVM, MS, DACVIM
12. Dr. Robert M. Anderson, DVM, MS, DACVIM	27. Dr. Robert M. Anderson, DVM, MS, DACVIM
13. Dr. Robert M. Anderson, DVM, MS, DACVIM	28. Dr. Robert M. Anderson, DVM, MS, DACVIM
14. Dr. Robert M. Anderson, DVM, MS, DACVIM	29. Dr. Robert M. Anderson, DVM, MS, DACVIM
15. Dr. Robert M. Anderson, DVM, MS, DACVIM	30. Dr. Robert M. Anderson, DVM, MS, DACVIM



# 2019: The "Good Ol' Days..."

## Making a Splash



Seminars

Announcements

On the Circuit

### CURRENT NEWS

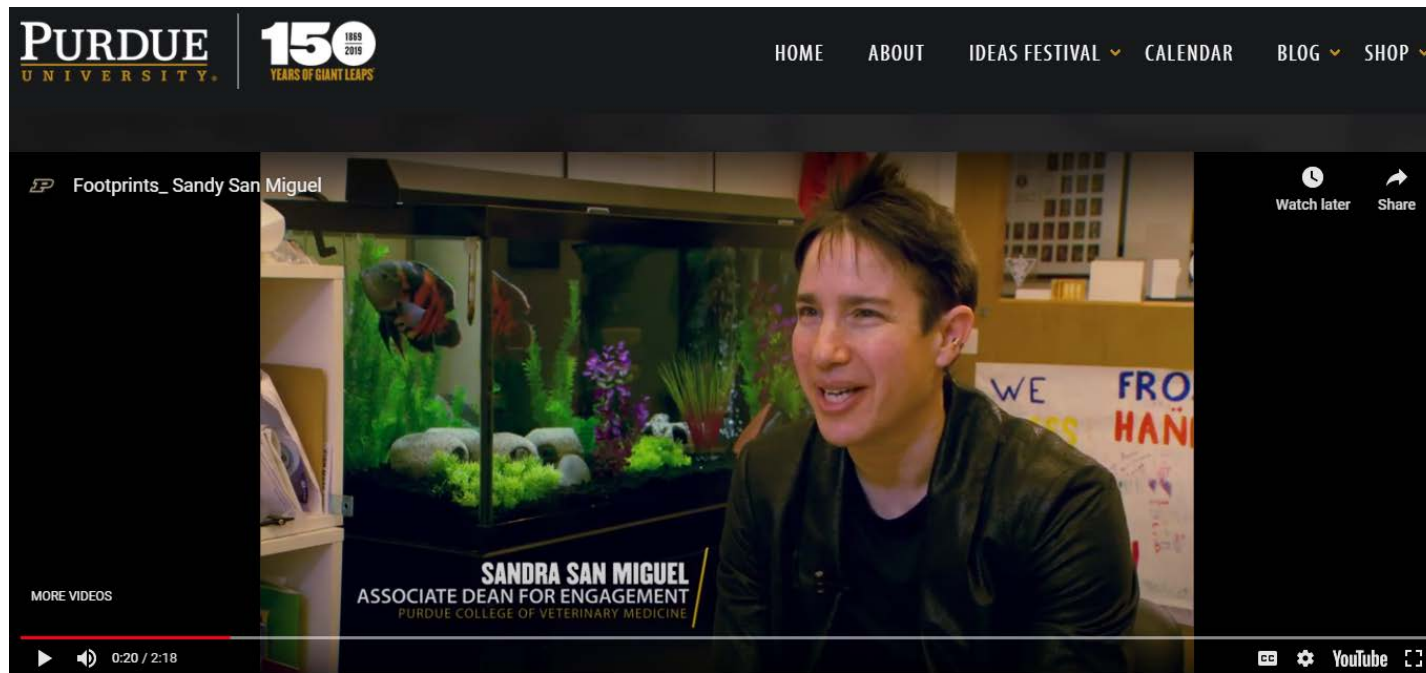
#### College Celebrates 60th Anniversary with Birthday Party



Purdue Veterinary Medicine hosted a fun birthday party in honor of its 60th Anniversary, complete with birthday cake, festive decorations, and a variety of activities for faculty, staff, and students to enjoy.

# 2019: The "Good Ol' Days..."

## Making a Splash




### *Footprints: Sandy San Miguel*

March 4, 2019 | Footprints



# Making the Most of Opportunities

## PVM Research Highlighted


 **PURDUE**  
UNIVERSITY

News

HOME NEWS TOPICS ▼ PURDUE TODAY MEDIA INFO ▼ PODCAST STORIES PURDUE IN THE NEWS

January 8, 2019

### How do we know service dogs help veterans with PTSD?





Do service dogs help veterans with PTSD?


Watch later Share


150 YEARS OF GIANT LEAPS

Initial data show PTSD symptoms were lower in veterans with service dogs.

 Facebook

 Twitter

 LinkedIn

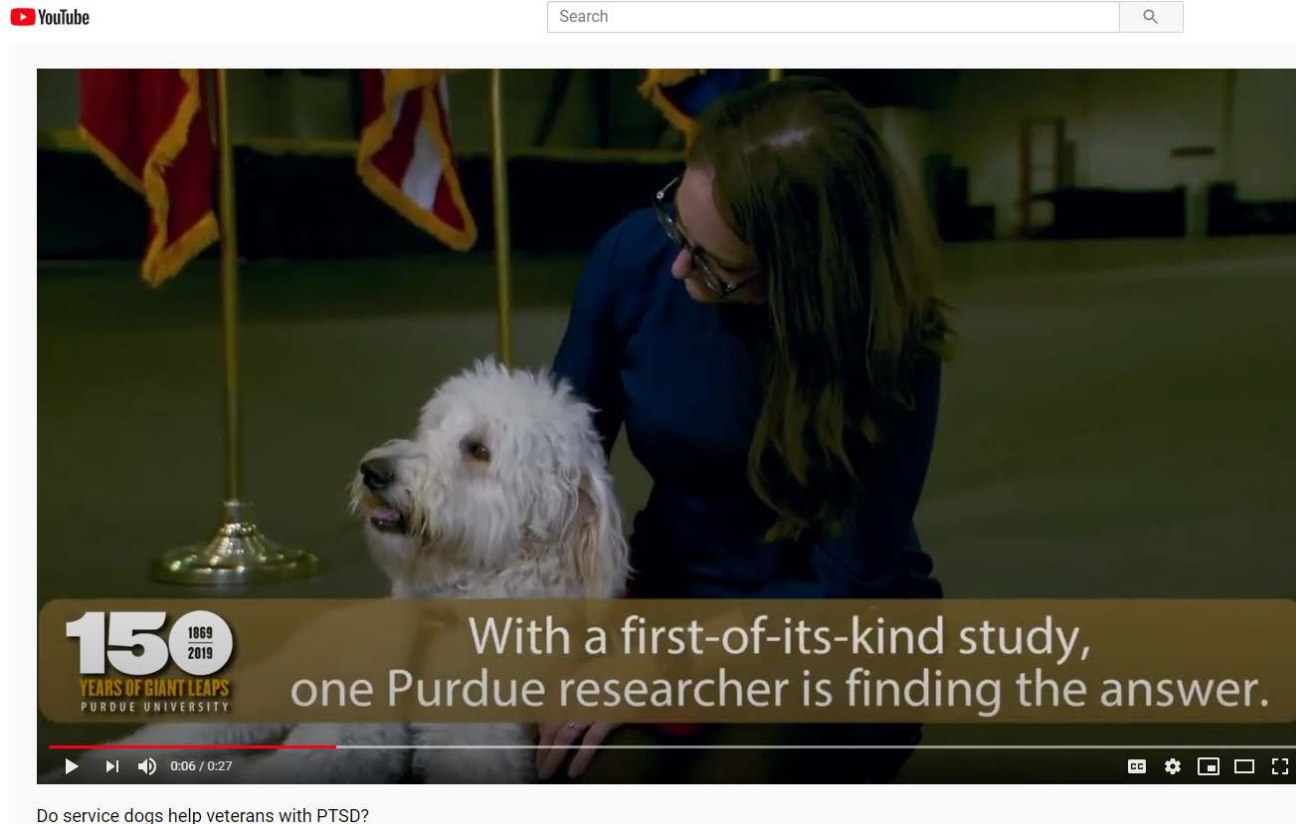
 More

#### Research News

- A better understanding of how cirrus clouds form
- New material senses neurotransmitters in the brain
- Purdue researchers working with Abu

# *Making the Most of Opportunities*


## PVM Research Highlighted



PVM research led by Dr. Maggie O'Haire on service dogs and veterans with PTSD featured in CBS Evening News story

**CBS EVENING NEWS**  
WITH NORAH O'DONNELL

FULL EPISODESINTERVIEWSON THE ROADMORE ▾



There's 25 years of trust behind this door.  
Strong. Durable. Beautiful.

Free Quote

By DEAN REYNOLDS | CBS NEWS | May 27, 2019, 6:54 PM

# Scientists study how service dogs help veterans cope with PTSD

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01:27 / 02:21

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Hurricane Delta threatens Gulf Coast; has rapidly intensified to Category 2 storm



CDC adds new guidelines to COVID-19 spread; agency finds airborne transmission can spread in distances farther

# *PVM Research Highlighted*



News

[HOME](#) [NEWS TOPICS](#) [PURDUE TODAY](#) [MEDIA INFO](#) [PODCAST](#) [STORIES](#) [PURDUE IN THE NEWS](#)

April 16, 2019

## Mild equine asthma can distinguish winners from losers on the racetrack



A study led by Professor Laurent Couëtil found that 80 percent of thoroughbred racehorses surveyed had mild or moderate asthma. (Purdue University photo/Rebecca Wilcox)

# *PVM Research Highlighted*

## IN THE SPOTLIGHT

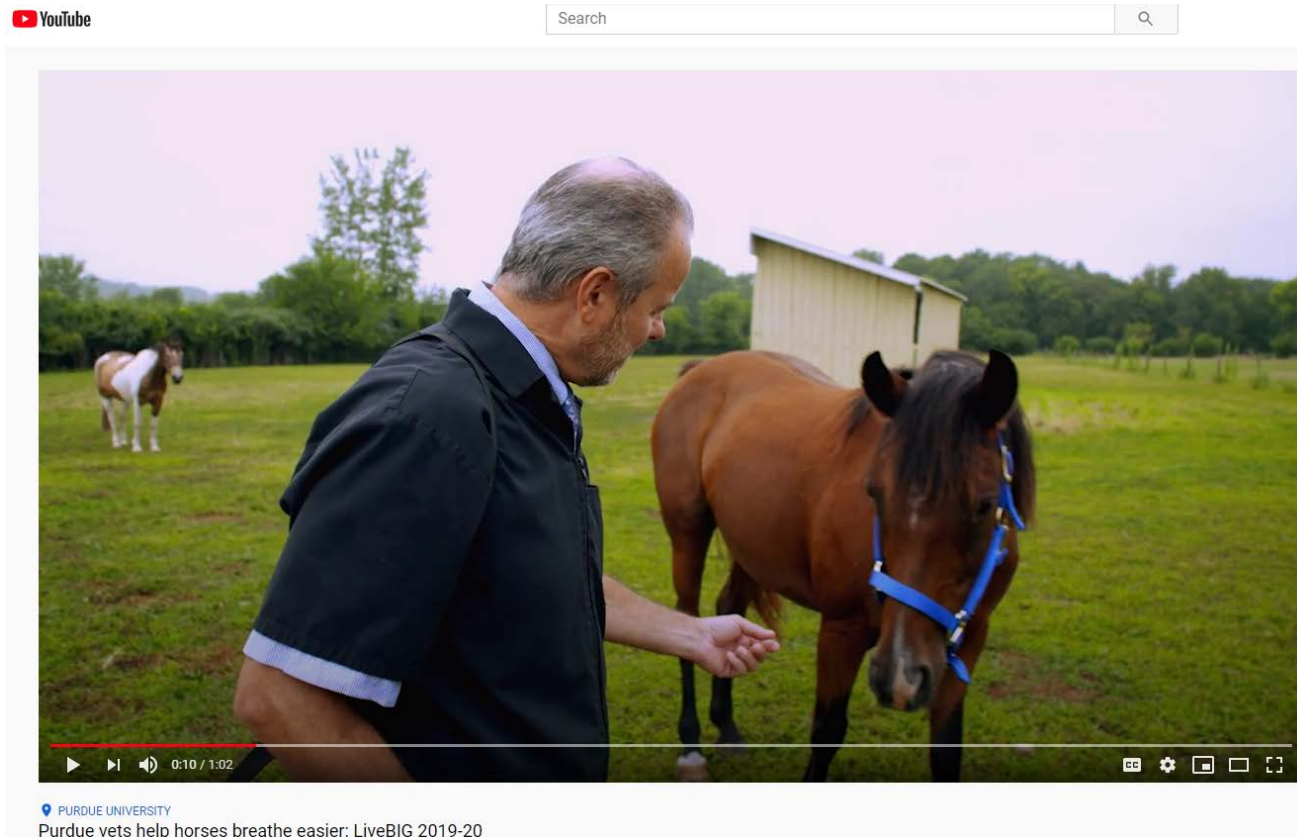


### **Giant Leaps Research: Laurent Couëtil**

From chariot racing in ancient Rome to the modern Kentucky Derby, horse racing has been celebrated in some form for more than a thousand years. Whether the horses' hooves were pounding around in a dirt-filled coliseum or a racetrack surrounded by spectators in wide-brimmed hats, they probably had one thing in common: asthma.



## Research on equine asthma was featured on the Big Ten Network



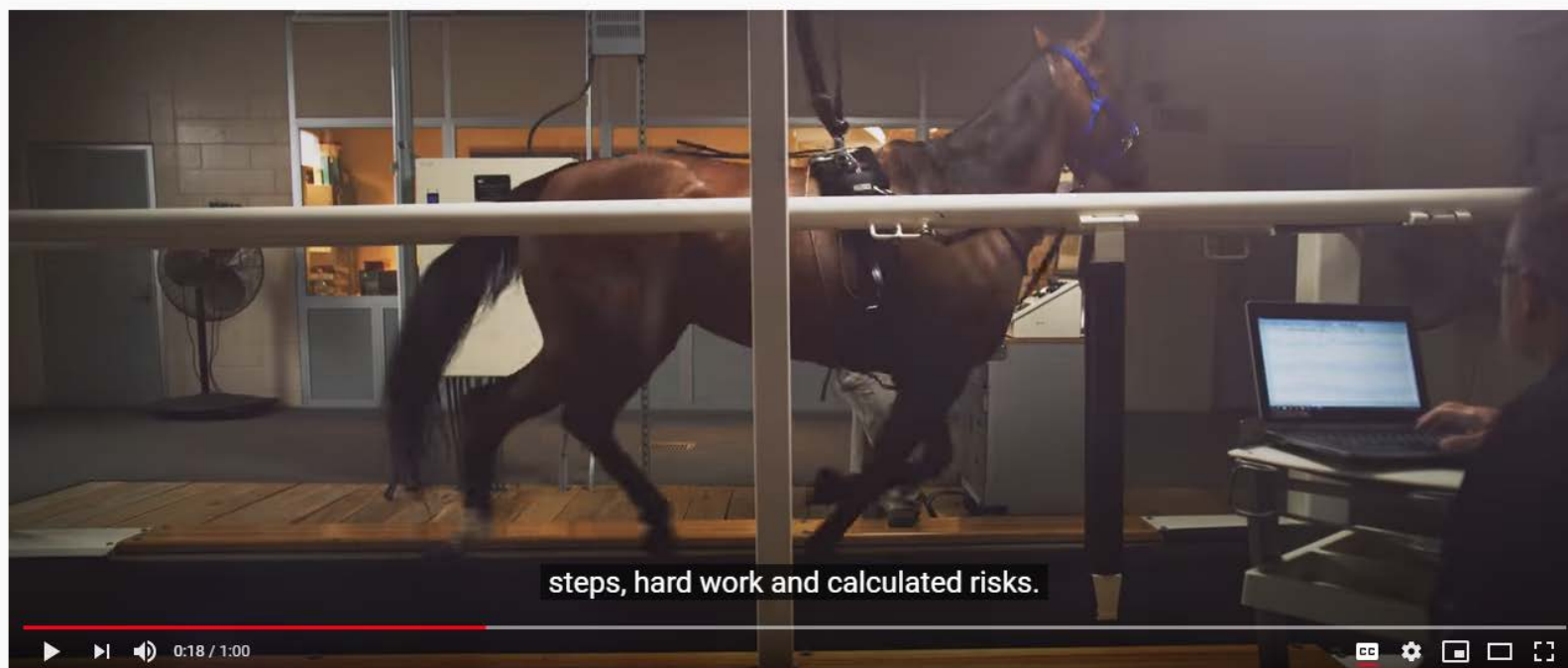
# *Making the Most of Opportunities*

## 150 Giant Leaps Campaign Video



# *Making the Most of Opportunities*

## 150 Giant Leaps Campaign Video



#TakeGiantLeaps

Purdue University: 150 Years of Giant Leaps

# GETTING IT DONE

## Strategy and Spontaneity

- Capitalize on opportunities – “take what the defense gives you...”



# *GETTING IT DONE*

## Strategy and Spontaneity

- Generating fresh content – weekly newsletter as content production engine



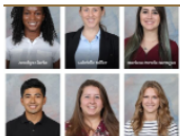


# GETTING IT DONE

## Constantly Push-out Content

- Stories created for our weekly newsletter immediately populate in our PVM newsroom.
- This process consistently generates fresh newsworthy content on our website.

WHAT'S NEW? | [VIEW ALL NEWS](#)



Students Recognized for Completing Diversity and Inclusion Certificate Program



Veterinary Professionals Connect Digitally at First Virtual Purdue Veterinary Conference



Purdue Veterinary Medicine Receives 2020 Health Professions Higher Education Excellence in Diversity (HEED) Award



Human-Animal Bond Expert Shares How Service Dogs Do the World's Greatest Service



# GETTING IT DONE

## Be Audience-centric

- Meet people where they “are”
- Know your audiences
- Use the right vehicles to reach your audiences



# GETTING IT DONE

## Matching Audiences to Vehicles

- Internal – faculty, staff, students, university community
- External – Alumni, donors/funders, clients, prospective students, community / public

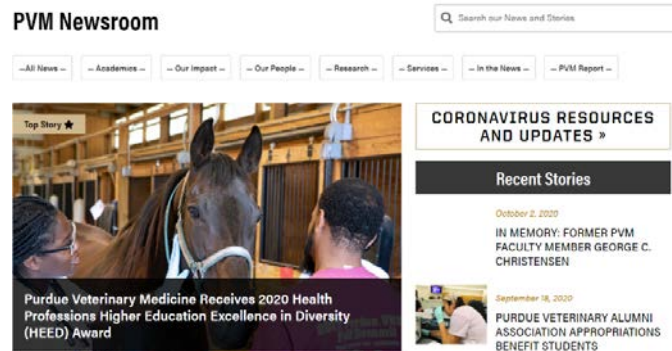


# GETTING IT DONE

## Matching Audiences to Vehicles

- Weekly Vet Gazette newsletter (Internal)
- Alumni e-news (External)
- PVM Report publication (External)
- Newsprints (External – Clients)
- Online Newsroom (Internal & External)
- Social Media (Internal & External)

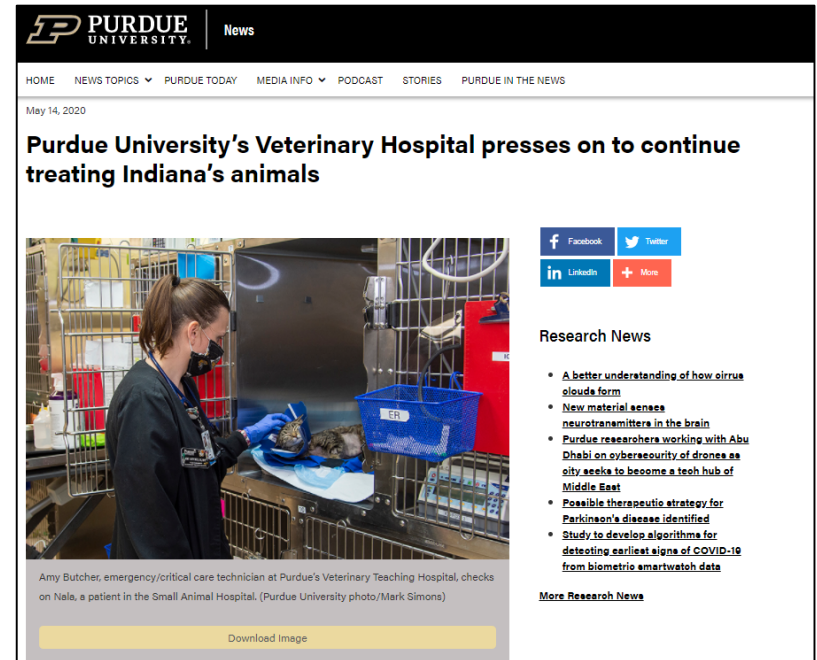
### PVM Newsroom



# GETTING IT DONE

## Cooperate/Collaborate with Centrally Supported Services

- Media releases by Purdue News Service
- Marketing and Media for specialty projects and University-wide campaigns
  - University Anniversary
  - New Purdue Brand
  - Development of New Hospital Brand
- Video production





# GETTING IT DONE

## Integration with Internal Colleagues

- Alumni Relations and Special Events
- Lifelong Learning
- Development
- Diversity, Equity, and Inclusion
- Engagement



# 200

## STORIES

Shared out through digital and print communications

# 45

## NEWS RELEASES

Garnered more than 2,300 media mentions reaching an estimated audience of 850 million

# 3,000

## ALUMNI e-NEWS RECIPIENTS

Reached with open rates averaging  
25%

# 47,626

## PVM NEWSROOM USERS

An increase of 19% over 2018



# 80,600

## EMAIL CONTACTS

Through the Newsprints e-mail drip campaign for hospital clients, with an average open rate of 17%

# GETTING IT DONE

## Securing Buy-in

- Submissions from faculty/staff
- Collaborate with offices on stories
- Keep ears and eyes open for great stories
- Developing stories that shine the spotlight on our people builds trust and support
- Source checks show you care about their message and reputation



# GETTING IT DONE

## We have good stories – tell them!

- Remember the essentials of storytelling
- Someone has to write well
- Impact of images
- Ensure that the “whole picture” reflects the college’s values
- Interns can help and need your help
- Put yourself in the shoes of your audience



# GETTING IT DONE

If you don't tell the story...who will?

- One veterinary student's adventure....



# GETTING IT DONE

...just might inspire another.





# ***THE WORLD NEEDS GOOD STORIES***

It's our privilege to bring them to light.

And, as we say at Purdue University, every giant leap starts with one small step.