

Division of Strategic Communications

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Basil Waugh, Media Relations Director

Amy Bergeron, Director of Strategic Academic Communications

Organizational Structure

The division of Strategic Communications is comprised of three departments:

Strategic Communications	University Communications	University Marketing
Editorial	Crisis and Emergency Comms	Digital Marketing/Web
Academic Communications	Leadership/Executive Comms	Creative (videography/ photography and design)
Unit Communications	Media Relations	Marketing Services
UVM Extension	Internal Communications	
Across the Fence	Social Media	

Flagship Publications

- [UVM Magazine](#)
- [Inside UVM](#)
- Matters Newsletters
 - [Research Matters](#) - Showcasing the latest developments in research
 - [VT Matters](#) - Supports Vermont employers, communities, and citizens
 - [Success Matters](#) - Students, faculty, and staff achieving excellence at UVM



Flagship Channels

- [UVM.edu](#)
- [Facebook](#)
- [X](#)
- [Bluesky](#)
- [LinkedIn](#)
- [Instagram](#)
- [YouTube](#)

How We Amplify Your Work

Storytelling:

- Newsworthy research, discoveries or innovations
- Books or creative works of general interest
- Projects and partnerships with real-world impact
- Faculty as expert sources for journalists

Communications leadership & capacity-building:

- Media training and prep for interviews
- Communications advice and support
- Social media trainings

When to Engage?

- If you have a study (or other scholarship) accepted by a publication
- If you've received a media request—and would like media training
- If you've received a major funding (over \$1M)
- If your community project or partnership is having a real-world impact
- If you have an outstanding story re. student success or UVM's land grant mission



UVM Newstips Submission Form



<https://go.uvm.edu/newstips>

Xenobots: Building the First-Ever Self-Replicating Living Robots

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Say hello to...

XENOBOTS 3.0

The world's first self-replicating living robots.

Watch on

YouTube

Team Builds First Living Robots That Can Reproduce

AI-designed Xenobots reveal entirely new form of biological self-replication—promising for regenerative medicine

Share

Earliest Fish-Trapping Facility in Central America Discovered in Maya Lowlands

Wetland investigations uncover network of pre-Columbian linear channels and ponds in Belize

Share

University of Vermont

UVM Magazine

Explore

Thoughts Fly

SCIENCE & TECHNOLOGY

Larner Scientist Maps Fruit Fly Brain

Breakthrough Research Has Massive Implications for Neuroscience Research

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University of Vermont

College of Agriculture and Life Sciences

Taylor Swift's Impact on Fans' Body Image Attitudes Mostly Positive

New Research by UVM Faculty, Lizzy Pope and Kelsey Rose

Share

From Bad to Worse for Greenland—and Humanity

Poppy seeds and willow twigs found under two miles of ice confirm Greenland ice sheet melted in recent past, showing increased risk of sea-level catastrophe in a warmer future

Share

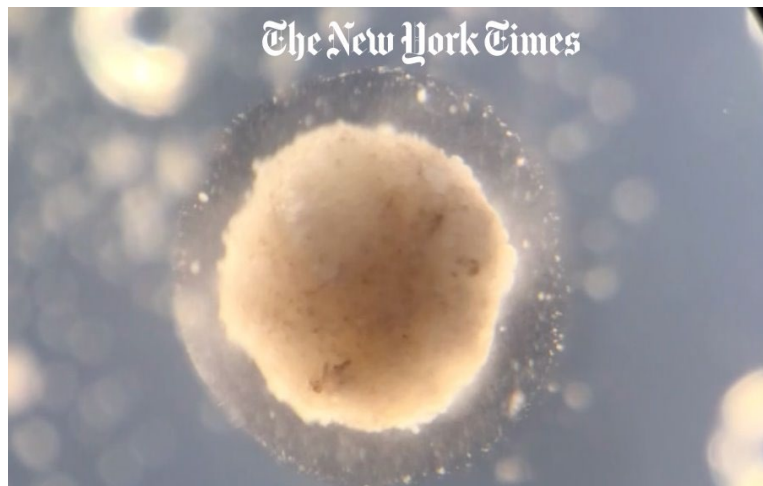
University of Vermont

UVM News

Explore

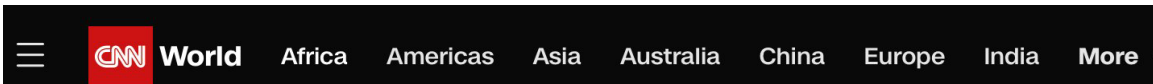
Discovery: The Great Whale Pee Funnel

Whales move nutrients thousands of miles—in their urine—from as far as Alaska to Hawaii, supporting health of tropical ecosystems and fish



The New York Times

Meet the Xenobots, Virtual Creatures Brought to Life



World's first living robots can now reproduce, scientists say



An AI created robots out of living tissue. Then they started to reproduce.... Meet the xenobots



Greenland was once actually green, study says. That's an ominous climate change scenario.



Fossil discovery in Greenland ice sheet reveals increased risk of sea level rise



Ancient soil shows part of Greenland was ice-free — and could soon melt again, scientists say



University of Vermont researchers study impact of flooding on Lake Champlain water quality



How the Shock of Catastrophic Floods Is Changing Farming in Vermont



Looking for new ways to appreciate nature? 2 new birding books may help

BOOKS

Los Angeles Times

4 must-read books on birding (and 2 bonus picks)



University
of Vermont

Become a faculty newsmaker.

go.uvm.edu/newsmaker

1. Join the UVM Experts Database. 2. Get media training. 3. Share your news.

Get Started



Questions?

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Thank You