

Welcome
to UVM.

Meet University
Communications
August 19, 2019



The University of Vermont



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Why doesn't the general public understand this?

If only someone knew about this research.

I wish someone knew how talented this student is.

Hi, we're University Communications.

What do we do?

UVM.edu and *Vermont Quarterly*



ABOUT UVM ▾

ADMISSIONS ▾

ACADEMICS ▾

CAMPUS LIFE ▾

RESEARCH ▾

APPLY SEARCH ▾ MYUVM

The University of Vermont



MOVE MOUNTAINS

Successful campaign opens a new era for UVM.

MORE NEWS

UVM Completes Warp-Speed Upgrade of Its Supercomputer

Garlic on Broccoli: A Smelly Approach to Repel a Major Pest

Paint-on Solar Panels, Augmented Reality, Better ICU Communications Headline Faculty SPARK Awards

[MORE NEWS FROM UVM TODAY >>](#)

CAMPUS SPOTLIGHT



UVM Ranked Among Nation's Best Schools

Once again, UVM features among the top colleges in the country, and places at #20 for Their Students Love These Colleges, according to The Princeton Review.

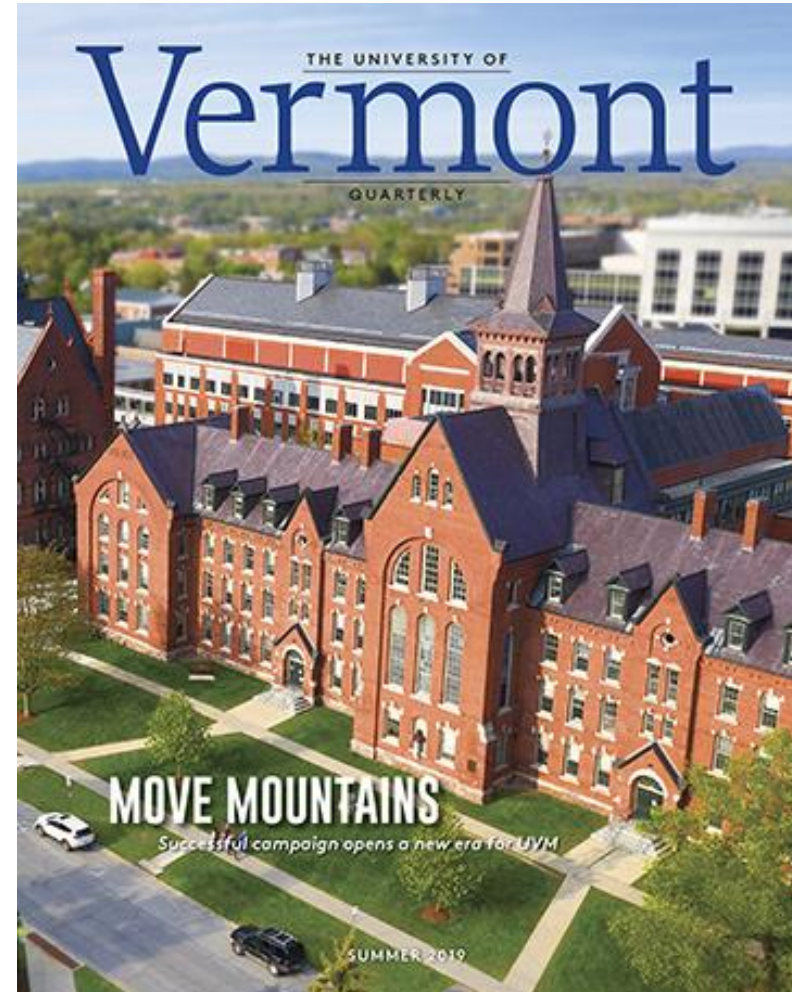
[MORE ABOUT THE RANKING >>](#)

EVENTS

Dartmouth OLLI University Summer Livestream Lecture Series
Thursday, Aug 8, 9:00 am

Historic Tour of UVM
Saturday, Aug 10, 10:00 am

[VIEW MORE EVENTS >>](#)





Flagship Social Media Accounts



UVM 

Tweets **9,093** Following **504** Followers **29.6K** Likes **10.4K** Lists **4** Moments **1**

UVM 
@uvmvermont

The official Twitter of the University of Vermont, sharing life and learning across our academic ecosystem #UVM

📍 Burlington, VT
🌐 uvm.edu
📅 Joined April 2009

📷 2,661 Photos and videos

Tweets Tweets & replies Media

📌 Pinned Tweet

UVM  @uvmvermont · Aug 6
Once again, #UVM ranks among the nation's best colleges, according to @ThePrincetonRev

Read more: go.uvm.edu/princetonrev-2...


0:35 2,748 views

💬 1 🔄 32 ❤️ 102

UVM  @uvmvermont · 18h
How to make sense of tragedy and take steps toward healing? #UVM pediatric critical care specialist @RebeccaBellMD discusses.

Vermont Edition  @vermontedition
Taking Steps Toward Healing After Mass Shootings dlvr.it/R9nSvR

💬 4 🔄 4 ❤️ 7



Media Placements

The New York Times



The Boston Globe



THE
HUFFINGTON
POST

theguardian



The Washington Post



Mashable

What do we do?

- UVM.edu
- *Vermont Quarterly* magazine
- Flagship social channels
- Media and public relations
- Own creative style guide and marketing resources
- Collaborate with campus communicators

What are our goals?



Improve the
academic
reputation of the
university



Help meet
campaign goals

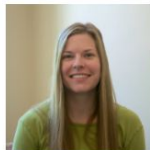


Recruit talented,
diverse students

What makes a story?

When the World Changes.

- Conflict and collisions
 - New knowledge
 - Problems solved
 - Surprises
 - Ideas that explode with life
-
- Reporters all ask: What's New? And So What?



By –
Berly McCoy

Leave a
comment

Are commercial honeybees making wild bees sick?

How Honeybees May Infect Bumblebees

Domestic beehives linked to spike in viral infections in nearby wild bumblebee populations—through shared flowers



Honeybee apiaries may be hotspots for transmitting viruses to wild bees, new UVM research shows.

Many species of wild bumblebees are in decline—and new research shows that diseases spread by domestic honeybees may be a major culprit.

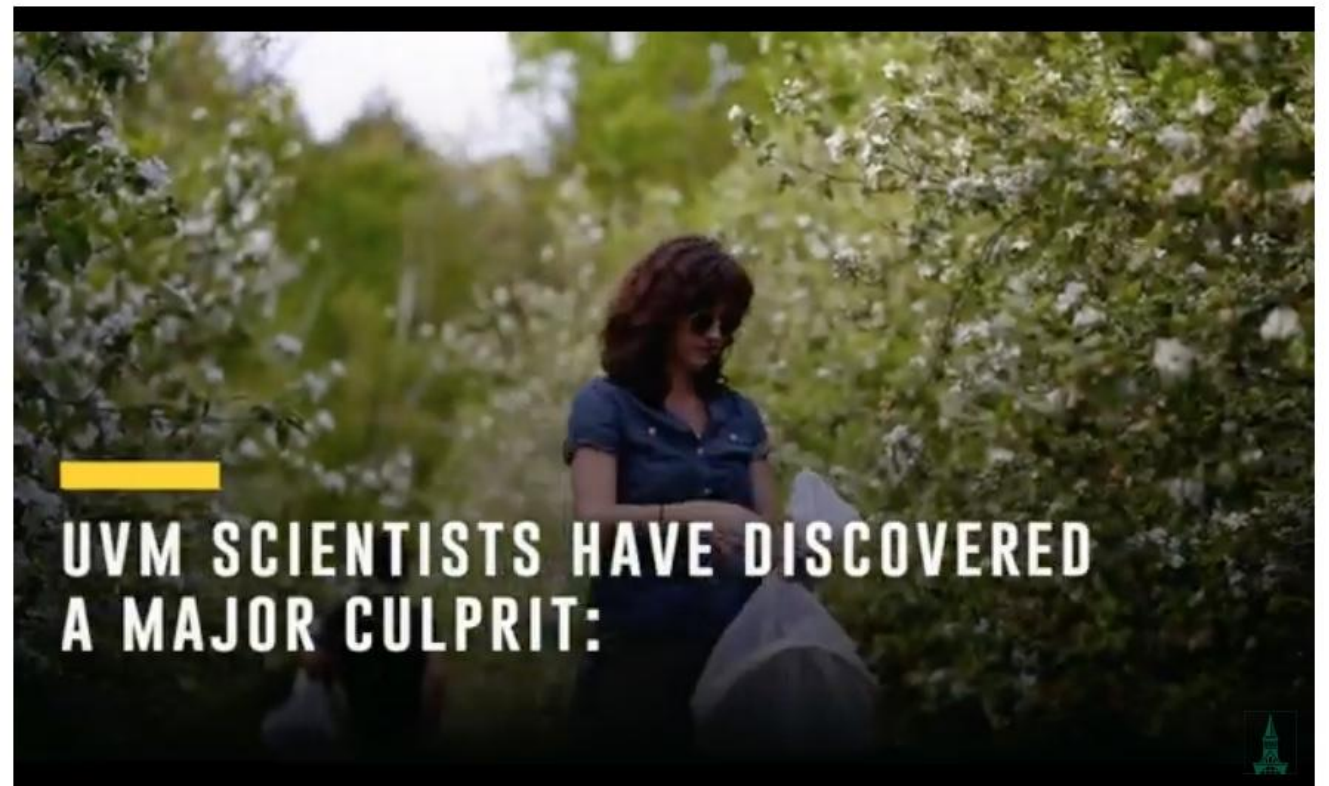
Several of the viruses associated with bumblebees' trouble are moving from managed bees in apiaries to nearby populations of wild bumblebees—"and we show this spillover is likely occurring through flowers that both kinds of bees share," says [Samantha Alger](#), a scientist at the University of Vermont who led the new research.

"Many wild pollinators are in trouble and this finding could help us protect bumblebees," she says. "This has implications for how we manage domestic bees and where we locate them."

The first-of-its-kind study was [published June 26 in the journal PLOS ONE](#).

Virus hunters

BY JOSHUA E. BROWN



Honeybee apiaries may be hotspots for transmitting viruses to wild bees, new UVM research shows.

Let's keep in touch.

Our office wants to hear from you when:

- A paper's been accepted for publication in a top journal
- You have research that is relevant and easily understood by a general audience
- When media contacts you
- You become aware of a standout student
- You have an interesting photo or video from the field or lab



uvmgeology • Following
Kviarjokull



uvmgeology Professor Char Mehrstens and UVM students Emma and Landon got to check out some cool glacial features in #Iceland! This trip has taken them from the 🌋 to the ❄️ #instauvm #uvmstudyabroad

3w



yeti2233 Char. You look happy and amazing!!

3w 1 like Reply



Liked by uvmstudyabroad and 59 others

JULY 12



Questions?

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