

**Welcome
to UVM.**

**Meet University
Communications
2021**



The University of Vermont



Joshua Brown

Senior Writer &
Photographer

Science and the
Environment

Creative Communications



*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?

Website and magazine



MORE NEWS

UVM to Go Test-Optional for Students Applying in 2020-21

Garimella Pledges to Meet or Exceed Goals of Governor's Safe Return to Campus Document

Teach-in Series Turns to Whiteness

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

CAMPUS SPOTLIGHT



and planet.

Sustainability is in our Nature

We're celebrating UVM's long tradition of environmental leadership—and recommitting to the critical work ahead for people

[EXPLORE SUSTAINABILITY AT UVM >>](#)

EVENTS

(OLLI AT UVM PRESENTS) Beginner Ukulele-Level 2

Monday, Jul 20, 5:30 pm

[VIEW MORE EVENTS >>](#)





'Bernie Sanders Spider' Has a Smiley Face on Its Back

BY **KRISTIN HUGO** ON 9/26/17 AT 3:09 PM EDT



Dr. Ingi Agnarrason with a *Nephilia* spider, one of the 15 species named in the new study.

Flagship Social Media Accounts



The screenshot shows the Twitter profile for the University of Vermont (@uvmvermont). The profile picture is a green circle with 'UVM' and a building icon. The bio states: 'The official Twitter of the University of Vermont, sharing life and learning across our academic ecosystem #UVM'. Location is Burlington, VT; website is uvm.edu; joined April 2009. There are 2,661 photos and videos. The tweet feed shows a pinned tweet from Aug 6: 'Once again, #UVM ranks among the nation's best colleges, according to @ThePrincetonRev'. It includes a video thumbnail with the text '#20 Their Students Love These Colleges' and 2,748 views. Below it is a tweet from 18h: 'How to make sense of tragedy and take steps toward healing? #UVM pediatric critical care specialist @RebeccaBellMD discusses.' with a link to a Vermont Edition article.

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



NEW UVM RESEARCH SHOWS
LARGE POPULATIONS
HAVE THE BEST CHANCE
OF SURVIVING + ADAPTING
IN WARMING SEAS

THE UVM TEAM EXAMINED
HOW THOUSANDS OF
SEA URCHIN LARVAE
RESPONDED TO
ACIDIC SEAWATER



Media Placements

The New York Times



The Boston Globe



THE
HUFFINGTON
POST

theguardian



The Washington Post



Mashable

What do we do?

- UVM.edu
- *University of Vermont* 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 and
research reputation
of the university



Boost fundraising
goals



Recruit talented,
diverse students

What makes a story?

When the World Changes.

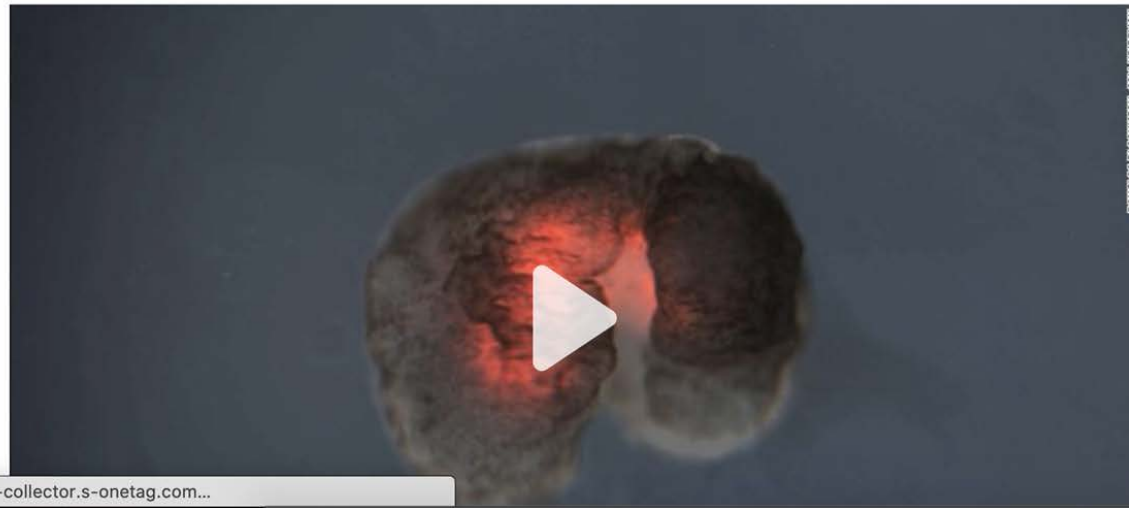
- Conflict and collisions
 - New knowledge
 - Problems solved
 - Surprises
 - Ideas that explode with life
-
- Reporters all ask: What's New? And So What?

Meet the xenobot: world's first living, self-healing robots created from frog stem cells



By **Jessie Yeung**, CNN

Updated 10:57 PM ET, Tue January 14, 2020



connect-metrics-collector.s-onetag.com...

More from CNN



Eating fish co aging brains f pollution...

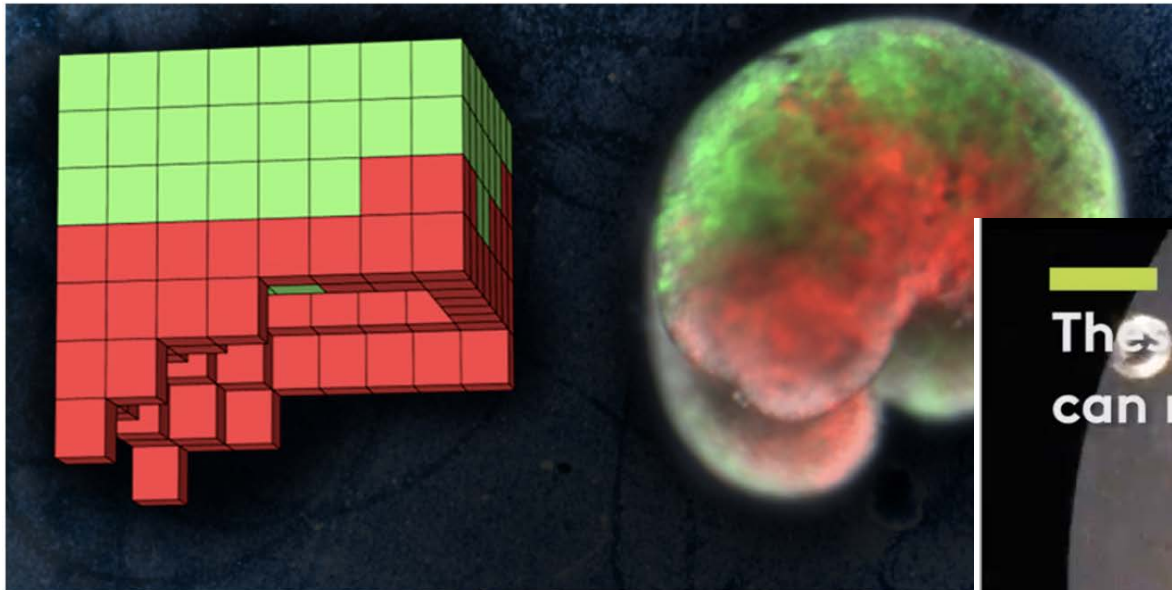


Tina Turner co retirement wit 'What's Love..



Team Builds the First Living Robots

Tiny 'xenobots' assembled from cells promise advances from drug delivery to toxic waste clean-up



These tiny "xenobots"
can move toward a target



On the left, the anatomical blueprint for a computer-designed organism, discovered on a UVM supercomputer. On the right, the organism, built entirely from frog skin (green) and heart muscle (red) cells. The background displays traces carved by new-to-nature organisms as they move through a field of particulate matter. (Credit: Sam Kriegman, UVM)

A book is made of wood. But it is not a tree. The dead cells have been repurposed to meet a specific need.

Now a team of scientists has repurposed living cells—scraped from frog embryos—into entirely new life-forms. These millimeter-wide "xenobots" can move toward a target payload (like a medicine that needs to be carried to a specific place inside a patient)—and return after being cut.



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?
Joshua.Brown@uvm.edu