What do I do?

- **Write feature stories** for the COE and UW community
- **Pitch stories** to campus and community partners
  - COE stories regularly appear on uw.edu and in the UW Today email
- **Produce** COE’s alumni publication The Trend in Engineering (digital and print), Washington Engineer email for peer institutions, and various webpages
- **Story alignment and communication planning** with department communicators, Advancement officers and UW’s central Marketing & Communications team
- **Write short-form content** for social media
- **Arrange for professional photography** when applicable

What makes a good feature story?

- **UW brand alignment** - does the story illustrate one or more of the UW storytelling themes:
  - Research impact
  - Innovation mindset
  - Husky Experience / student experience
  - Public service / outreach / impact
  - Philanthropic impact
- **College connections** – does the story align with COE priorities or initiatives?
- **General interest** - will the story appeal to broad audiences? Is it attention-getting?
- **Intersections** - is there a cross-disciplinary or collaborative component?
- **Images** - do compelling high-resolution visuals exist? If not, are there opportunities for photos?
- **Relevance / timeliness** - why tell this story now?
- **Problems and solutions** - what challenge is being worked out?

**COE feature stories generally do not cover (but your dept might!):**

- Grants, funding, scholarships and fellowships
  - Instead, tell us about the research!
- Awards and appointments
  - Email faculty honors and awards to webhelp@engr.washington.edu to include on the COE Faculty Awards website
- Conferences, lectures, showcases and other events
  - Your dept communicator may be able to help promote on UW events calendars
  - Post event information several weeks in advance to free public calendars:
    - Seattle Times: [https://special.seattletimes.com/s/cgi-bin/SubmitEvent.pl_from=stnv.html](https://special.seattletimes.com/s/cgi-bin/SubmitEvent.pl_from=stnv.html)
    - Seattle Tech Calendar: [http://www.bizjournals.com/seattle/blog/techflash/events/](http://www.bizjournals.com/seattle/blog/techflash/events/)