



# **Sharing Your Story: How to Communicate Complex Research Topics and Make an Impact**

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# Overview

- Who is UAH?
- Who can tell your story?
- Teach the communicators who you are.
- Share your message often.
- Watch the Communicators amplify your message!





THE UNIVERSITY OF  
ALABAMA IN HUNTSVILLE

**Who people think communicators are....**



**... What we actually do everyday.**



# Who can tell your story?

- Writers
- Researchers
- Videographers
- Photographers
- Graphic Designers
- Web Designers
- Social Media
- Special Events
- Subject Matter Experts



***Get to know your University Communications Team!***



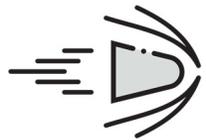
# Teach them who you are, what you do, and your story

- Schedule a meeting with them to introduce yourself and the team.
- Invite them on a tour of your facility.
- Explain to them what you want to achieve.
- Make it easy to understand.
- Send them the names of the publications you read and conferences that you attend.
- Give them the “heads up” when something major is happening.
- Don’t keep them in the dark!

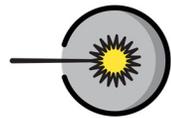
# UAH RESEARCH CENTERS AND INSTITUTES

17 Research Centers and Institutes where the focus supports Engineering, Science, Business, and the Humanities fields

One of four R1 research universities in Alabama



Aerophysics



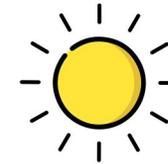
Applied Optics



Management and Economic Research



Management of Science and Technology



Space Plasma and Aeronomic Research



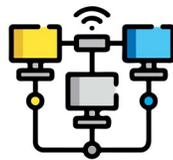
Cybersecurity Research and Education



Earth System Science



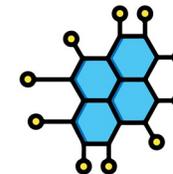
Humanities



Information Technology and Systems



Invention to Innovation



Nano and Micro Devices



Propulsion



Regional Traffic Management



Research Institute



Rotorcraft Systems Engineering and Simulation

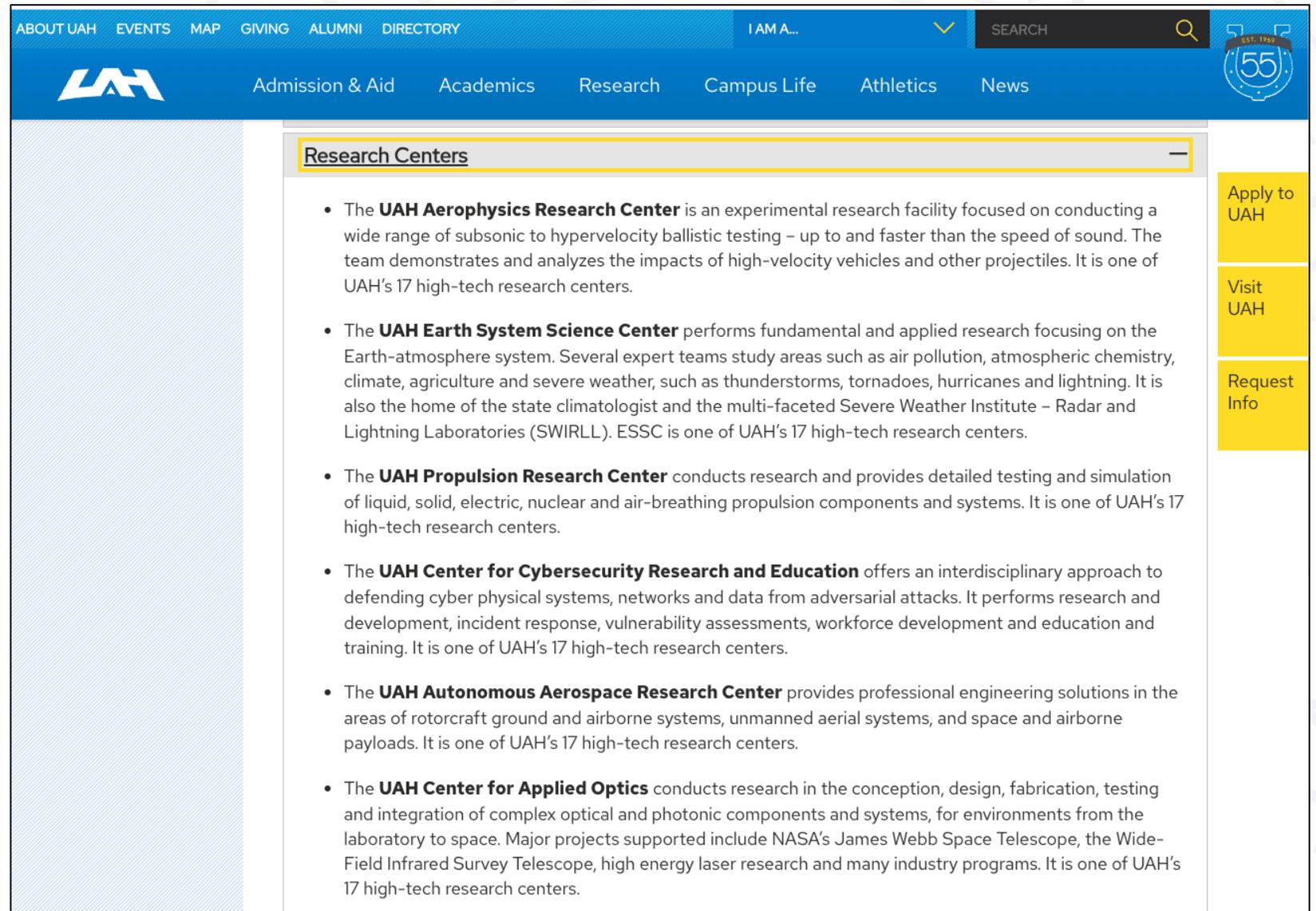


Small Business Development



Systems Management and Production

# Standard Boilerplate Descriptions



The screenshot displays the website's navigation menu with links for ABOUT UAH, EVENTS, MAP, GIVING, ALUMNI, DIRECTORY, I AM A..., and SEARCH. The main navigation bar includes Admission & Aid, Academics, Research, Campus Life, Athletics, and News. A search bar is located in the top right corner. The page content is titled "Research Centers" and features a list of six research centers. On the right side, there are three yellow buttons: "Apply to UAH", "Visit UAH", and "Request Info".

**Research Centers**

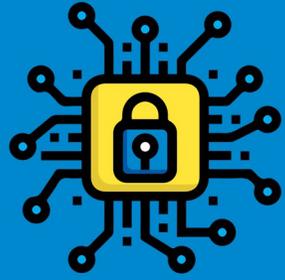
- The **UAH Aerophysics Research Center** is an experimental research facility focused on conducting a wide range of subsonic to hypervelocity ballistic testing – up to and faster than the speed of sound. The team demonstrates and analyzes the impacts of high-velocity vehicles and other projectiles. It is one of UAH's 17 high-tech research centers.
- The **UAH Earth System Science Center** performs fundamental and applied research focusing on the Earth-atmosphere system. Several expert teams study areas such as air pollution, atmospheric chemistry, climate, agriculture and severe weather, such as thunderstorms, tornadoes, hurricanes and lightning. It is also the home of the state climatologist and the multi-faceted Severe Weather Institute – Radar and Lightning Laboratories (SWIRLL). ESSC is one of UAH's 17 high-tech research centers.
- The **UAH Propulsion Research Center** conducts research and provides detailed testing and simulation of liquid, solid, electric, nuclear and air-breathing propulsion components and systems. It is one of UAH's 17 high-tech research centers.
- The **UAH Center for Cybersecurity Research and Education** offers an interdisciplinary approach to defending cyber physical systems, networks and data from adversarial attacks. It performs research and development, incident response, vulnerability assessments, workforce development and education and training. It is one of UAH's 17 high-tech research centers.
- The **UAH Autonomous Aerospace Research Center** provides professional engineering solutions in the areas of rotorcraft ground and airborne systems, unmanned aerial systems, and space and airborne payloads. It is one of UAH's 17 high-tech research centers.
- The **UAH Center for Applied Optics** conducts research in the conception, design, fabrication, testing and integration of complex optical and photonic components and systems, for environments from the laboratory to space. Major projects supported include NASA's James Webb Space Telescope, the Wide-Field Infrared Survey Telescope, high energy laser research and many industry programs. It is one of UAH's 17 high-tech research centers.

Apply to UAH

Visit UAH

Request Info





# CENTER FOR CYBERSECURITY RESEARCH AND EDUCATION

**WHO:** The Center for Cybersecurity Research and Education studies both offensive and defensive cyber threats and how they affect our communities.

**WHAT:** The Center for Cybersecurity Research and Education offers an interdisciplinary approach to defending networks, data, and computer operating systems from adversarial attacks.

**FISCAL YEAR 2022 RESEARCH EXPENDITURES:** \$10.5M

**CUSTOMERS:** National Security Agency and the National Science Foundation

**UNIQUE FACTOR:** The Center for Cybersecurity Research and Education provides educational opportunities such as camps and scholarships for students in K-12 and higher education programs.

# Share the Message Often

NEWS

## UAH to begin construction on \$59 million College of Engineering building

Published: Apr. 10, 2023, 6:38 p.m.



Rendering of the College of Engineering at the University of Alabama in Huntsville. A groundbreaking ceremony is planned for April 14, 2023. (UAH)



By [Paul Gattis | pgattis@al.com](mailto:pgattis@al.com)

The [University of Alabama in Huntsville](#) is set to break ground on a \$59 million facility to house its College of Engineering.



**FIVE RESEARCH PROGRAMS RANKED IN THE TOP 25 NATIONALLY, AND FOUR PROGRAMS RANKED #1 IN THE STATE.**

NASA AND DEPARTMENT OF DEFENSE RESEARCH EXPENDITURES ARE RANKED 13TH AND 16TH NATIONALLY.



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# Watch the amplification happen!



# Review

- Get in touch with the Communications team.
- Keep them involved in what you do.
- Prep your subject matter experts to tell the story.
- Create your own toolbox of media products that can be used.
- Make sure your stories are included the university's owned publications and social media.





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