Showcasing Faculty Research and Expertise
Center for Global Health & Social Responsibility
November 2018
Brad Robideau, National Media Relations Consultant | University Relations
External Communication Tools

- Press Releases
- Media Alerts
- Expert Alerts
- Research Briefs
- Media/Expert Guides
Expert Alerts allow for:
- proactively connecting journalists to UMN expertise on timely and topical issues;
- offering journalists a credible resource for their reporting;
- calling attention to new angles for stories or raising awareness of underreported topics.

UMN Experts: After Las Vegas, U.S. faces disturbing reality on gun violence

UMN Expert: Child separation at the border

Expert Alert: Screen time and the impact on families

CEHD Professor Jodi Dworkin researches how technology impacts the family and offers insight.

UMN Expert: Child separation at the border

June 15, 2018

The U.S. government policy to separate children of immigrants trying to enter the U.S. illegally is a departure from past policies. Under previous policies, families were generally kept together in family detention centers or released into the U.S. to wait for their immigration court dates.

According to reports, the U.S. Department of Justice says family separations are necessary because children can’t go to jail with their parents. Instead, the children are put into the custody of the U.S. Department of Health and Human Services.

Faculty photo

Newsworthy hook in the lede
Expert Alerts

Megan Gunnar, Ph.D.
“When children are exposed to trauma and major stressors, the most powerful means that nature has devised to protect their bodies and brains from toxic effects is the presence and availability of their parents.

The children arriving at our southern borders are escaping with their families from trauma-inducing conditions. These children need to be in contact with their parents who need to be supported in protecting their children emotionally and physically.

We know from over a half century of research surrounding the impact of forced and traumatic separations on infants in our own and other species that this impairs brain development and induces problems in health that can last a lifetime. For example, infants taken from their parents and raised in institutions until they are one or two years old and then placed in supportive families as teenagers exhibited a reduction in total brain volume (Hodel et al., 2015, NeuroImage). The procedures we are following are imposing a second massive trauma on already vulnerable children. It is unconscionable.”

Megan Gunnar, Ph.D., is the director of the Institute of Child Development in the College of Education and Human Development at the University of Minnesota. Her studies focus on how children and adolescents regulate stress and emotions.

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Download a high-resolution image of Megan Gunnar.

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Expert Alerts

As of November 15, Expert Alerts have had a 72% media placement rate.
Expert Alerts

UMN Expert: Child separation at the border
JUNE 25, 2018

The U.S. government policy to separate children of immigrants trying to enter the U.S. illegally is a departure from past policies. Under previous policies, families were generally kept together in family detention centers or released into the U.S. to wait for their immigration court dates.

According to reports, the U.S. Department of Justice says family separations are necessary because children can’t go unaccompanied and the children are put into the custody of the U.S. Department of Health and Human Services.

College of Education + Human Development

UMN Experts explain and weigh in on net neutrality vote
December 11, 2017

On December 14, the Federal Communications Commission (FCC) is poised to vote Thursday on dismantling the hotly debated net neutrality regulations put in place by the Obama administration. The rules prevent Internet service providers (ISP) from blocking, slowing down or charging more different types of Internet content. University of Minnesota experts — Christopher Terry, Ph.D., Steve粥day, Senior Faculty and Internship Director, IPAC, and Matt Fenelon, Ph.D. — weigh in on the

Humphrey School
College of Liberal Arts
College of Science and Engineering

Expert Alerts

Coverage:

A Few Republicans Are Showing Up for Net Neutrality Hour
By April Olson

Commentary:

Net neutrality: What it is and what it means for consumers
By Joseph A. Kersnowski

Net neutrality rules threaten to rewind the Internet back to 2014. Is that possible?
New York Times, Nov. 12, 2017

Net neutrality: What it is and what it means for consumers
By Joseph A. Kersnowski

Community Voices

Alan Brader

What do you know about net neutrality?

Joseph A. Kersnowski

By Joseph A. Kersnowski
Research Briefs

Research Briefs allow for:
- amplify published research from U of M System faculty;
- the U’s published research to have its own identity (i.e., branded) when connecting with journalists;
- targeted outreach to local, state, national and international media.

Submissions at https://z.umn.edu/researchbrief

Research Briefs

- Includes:
  - key findings,
  - conclusions,
  - next steps.

Submissions at https://z.umn.edu/researchbrief
Research Briefs

UMN studies whether brain images make people more likely to believe information
The original study was published in 2017 and a follow-up study is currently taking place in the Netherlands.

Research Brief: Social media's impact in an English language classroom
October 14, 2018

Facebook enhances English language literacy among refugee students, U of M study finds
By Emily Peterson 10/13/2018

Research Briefs

As of November 15, Research Briefs had a 63% media placement rate.
Research Briefs can be used for more than just media outreach.

Research Briefs have been repurposed by other University channels.

American Public Media Launches New Mental Health Initiative: Call to Mind

Apr 26, 2018
ST. PAUL, Minn., April 26, 2018 — Coinciding with National Mental Health Month, American Public Media will launch the APM Mental Health Initiative — Call to Mind — in May. Call to Mind is a new five-year initiative created with the intent to inform and mobilize new conversations about mental health.

Call to Mind will initiate awareness and understanding through partnerships and leveraging of APM’s media platforms. The aim is twofold: activate and amplify public conversation by bringing people together and establishing a platform for change. Such a platform will bring potential for change for individuals, communities, educators, employers and health care systems, and will inform policy discussions.

In November 2017, APM named Babette Apland as the managing director of the new national undertaking, which is funded by the MPR | APM Inspired by You capital campaign and individual supporters.

Media/Expert Guides

College of Education and Human Development

Candace Berg
Assistant Professor, Dept. of Educational Psychology
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Berg is an expert in the mental health needs of younger through high school students, especially girls and students of color. Her research focuses on emerging children’s and adolescents’ mental health needs and how to address them effectively. Berg is currently working with school systems across the nation to establish better school policies and practices that support girls’ transitioning to young adulthood.

Elizabeth Corwin
Assistant Professor, Institute of Child Development
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Corwin’s research focuses on development and psychopathology in early childhood. More specifically, she is interested in how individual and environmental factors influence psychopathology and psychosocial development in children. Currently, Corwin is investigating the regulation of mental flexibility in preschool-aged children and the development of effective strategies of problem-solving.

Euan Glueck
Professor of Child Development and Psychiatry
Director of Research, Department of Child and Adolescent Development
453-8317 Ext. 8927 (eglueck@umn.edu)

Glueck’s research spans development, psychopathology, child maltreatment, developmental psychopathology, gene expression and expression, epigenetic, social issues, personality disorders, and neurological development. Glueck is a national authority on what developmental disorders in children involve.
Call to Action: Amplification

Amplify Research Briefs, Expert Alerts, etc.:
- The actual University of Minnesota content
- The story placements after the fact
  - Don’t forget to tag outlets and reporters!

Broadcast Studio

The studio allows for:
- live or pre-recorded interviews with the media;
- and recorded interviews for internal use.
The University Relations’ Public Relations team also:

- pitches news stories to media;
- handles reactive inquiries;
- provides media training;
- offers op/ed assistance (e.g., outlines).