University Communications and Media Services

Gary Susswein
Director of Media Relations
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DIRECTOR OF UNIVERSITY MEDIA RELATIONS  
THE UNIVERSITY OF TEXAS AT AUSTIN  

University Communications  

- Media Relations  
- Digital Strategy and Content  
- Presidential Communications  
- Brand Strategy, Marketing and Creative Services

University Communications works closely with college, school and unit communicators to tell UT Austin's story internally and externally, promote the university's message and highlight our successes. Looking for stories about:

- Excellence  
- Significant Research Findings  
- Student Success  
- Efficiency / Doing more with less  
- Innovation in the classroom
Audiences

- Prospective undergraduate and graduate students, their families and teachers
- Potential faculty members
- Alumni
- Present and future donors
- Lawmakers and Regents
- Texas citizens
- National thought leaders

Key Outreach Tools

- Local, state and national media placements
- Placement on UT home page
- Facebook, Twitter and other social media traffic
- Texas Tribune Advertising
- Tower Talk (President's blog)
- @Texas Newsletter
Measuring Success

Recent Successes
Wide Distribution from UT Channels

- 39,000 UT Page Views
- 135,000 UT YouTube Views
- 130,000 Social Media Shares
- 1 Million Texas Exes Video Views
- Viral national coverage

National Exposure

New York Times Magazine
May 15, 2014

Prof. David Laude, Senior Vice Provost for Enrollment and Graduation Management

Laude was hopeful that the small classes would make a difference, but he recognized that small classes alone wouldn’t overcome the 200-point SAT gap. “We weren’t naive enough to think they were just going to show up and start getting A’s, unless we overwhelmed them with the kind of support that would make it possible for them to be successful,” he said. So he...
Social Media Exposure

This Facebook post reached 200,000 people, and 2,200 liked it or shared it.

What You Can Do

- Build relationships with your college and unit communications team
- Help us "Think like a reporter, Think like a supporter" - Keep us informed of game-changing or eyebrow-raising research, programs, successes and watch for news stories relevant to your areas
- Foster a culture that supports faculty and staff engagement with media and communicators
- Stay engaged and active on social media
- Ping me any time (susswein@austin.utexas.edu)