

# Communications Officers Network

Michaelmas Term

29 October 2015



# On the agenda...

- Introductions
- **New drone footage** – Tom Wilkinson, Digital Communications Team, Public Affairs Directorate
- **Introducing the new Senior Facilitator & Coordinator, Public Engagement with Research** – Dr Lesley Paterson, Research Services
- **Communicating events more efficiently** – Alison Brindle, Medical Sciences Division Communications Manager
- **The Conversation** – Carolyn Culver, MPLS Division Head of Communications
- **CIPR membership and CPD** – Vicky Pearson, Senior Communications Planning Manager
- Tea, coffee and catch-up



The background of the slide is a high-angle, close-up photograph of numerous wooden rowing boats (sculls) arranged in neat rows. The boats are made of light-colored wood and have dark, ribbed interiors. Some boats have numbers painted on them, such as '24', '32', '18', '22', '15', '4', '25', '28', and '36'. The boats are parked on a wooden dock or in a storage area, with their bows pointing towards the top of the frame.

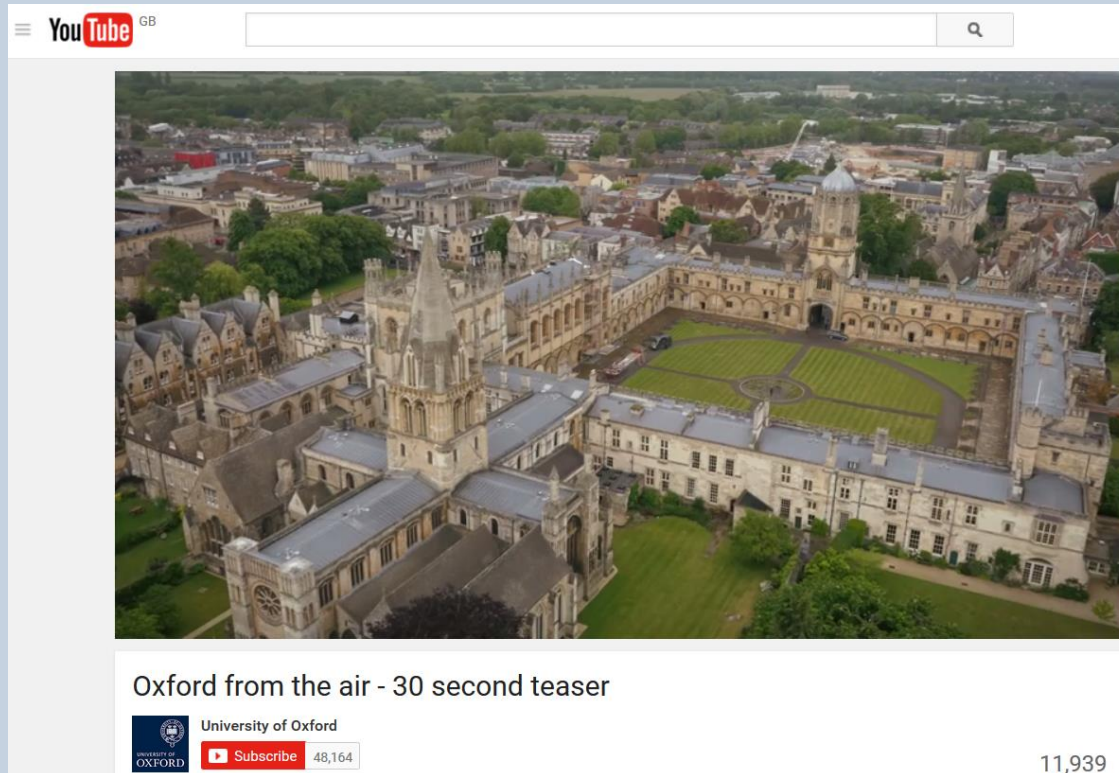
# New drone footage

Tom Wilkinson  
Online Media Producer, Public Affairs  
Directorate



# Oxford from the air

PAD recently commissioned some UAV footage of the University:  
[youtu.be/ILC75gPigTQ](https://youtu.be/ILC75gPigTQ)



# UAV footage is...

- a wonderful eye on the world
- a way of understanding space: a moving camera gives an image depth; moving in two axes is especially good to understand, say, a new building
- something you might be able to sell as stock-footage
- something with side-benefits: for example, UAVs can monitor stonework on spires without you having to put up scaffolding

*\* boring-and-interesting point: a remote-control helicam is a 'UAV'; 'drone' technically describes an aircraft operating autonomously*

# Costs...

- For a half day we've been charged:
  - £1,700 plus VAT for a more expensive service (because of higher altitude filming)
  - £800-850 plus VAT for a cheaper service: some of these operators might be local and willing to charge by the hour.
- With setup, moving location, waiting for weather etc, actual filming time is much less than the half day.
- But that should still be plenty: often you only want a few seconds of aerial footage in videos or as looping gifs.
- It will also last you for years: the above costs are for good-quality, reasonably future-proof Ultra HD footage (so-called '4k').

## ... and practicalities

- Bigger UAVs are the size of a small trampoline and have two operators (one for the camera, one for the drone). They're very noisy: think several mowers attached to each other.
- Smaller UAVs look more like the models you can buy as a hobbyist, roughly the size of a large dinner plate. They might have a single operator and sound like a strimmer.
- While you'll get a lot of footage, you might not have time to film multiple locations that are far apart.

# Basic rules to keep safe

Always consult your operator as the rules are evolving and we're not experts. Please treat these as some basic rules-of-thumb that you can use for planning:

- you need landowner permission from where you're taking off;
- you should have an area of 50m around you 'under your control' – including people, vehicles, structures and buildings (this shrinks with more highly-qualified drone pilots);
- you shouldn't get close to big gatherings (like outdoor concerts) – 150m is the basic rule;
- the operator should keep within line of sight of the drone – to keep tabs on it and to make it easier to identify the operator if someone's curious;
- you shouldn't get too high – 125 metres for a basic operator (more highly qualified pilots can go higher);
- obey common sense – don't go near airports or MoD sites; don't film things that you wouldn't with any other camera, like people going into hospitals, etc.



# The law

We're not lawyers, and even actual lawyers recognise that this is an evolving area, but here are some things to think about...

# Safety

- In terms of hitting people and smashing things, following the “Basic rules to keep safe” should minimise the risks.
- A commercial operator will have public liability insurance (and should demonstrate that to you).

# Privacy

- The Information Commissioner's Office has issued guidelines treating UAV footage in the same category as CCTV cameras so be aware that data protection legislation might apply – with you as the data handler. This would need you to need to:
  - keep the footage securely (where someone can't get at it inappropriately)
  - consider proportionately (just keep what you need, think about deleting stuff that you got accidentally of people looking on as you took off...)
  - try and make it as clear as possible who it is that's taking the footage and how to contact them (have your operator in a hi-vis jacket, maybe post/check in on social media to say you're filming so people can find out who the drone is associated with).
- Your drone operator will have more advice.

# And finally...

- We've had a very good response from people who watched us film, but you will encounter the frightened and the nervous. It's probably better to be gracious rather than technical with people: even if you're within your rights to use a clip, be ready to shoot it again or frame out a particular area if someone kicks up a huge fuss.
- Go with a reputable supplier – they'll be certified, insured and able to give better advice than we can.
- Go for it! If the rules are tightening, then this might be a golden age of drone filming...



**Lesley Paterson**

Senior Facilitator & Coordinator  
Public Engagement with Research

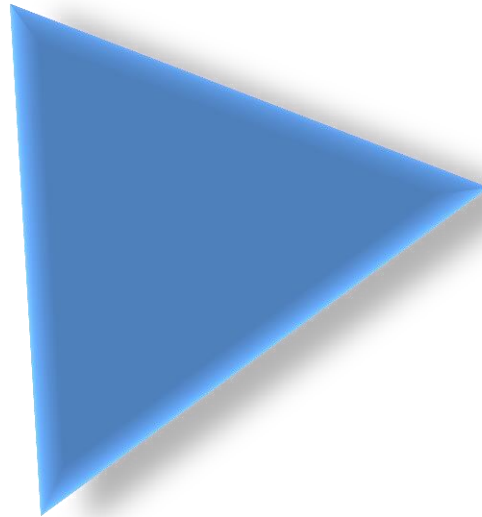
Research Services

# Purposes of Public Engagement With Research

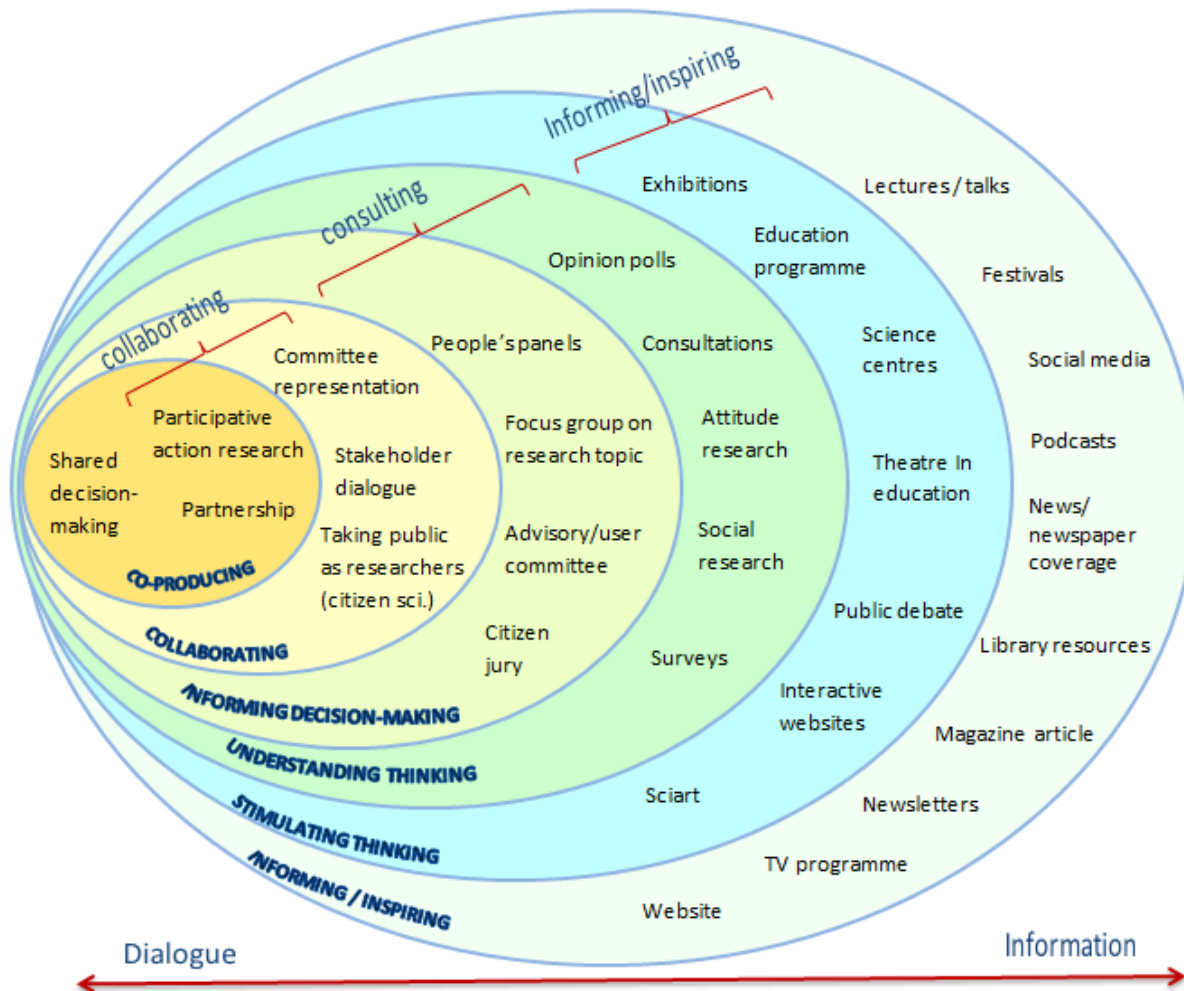
To inform & Inspire

To Consult

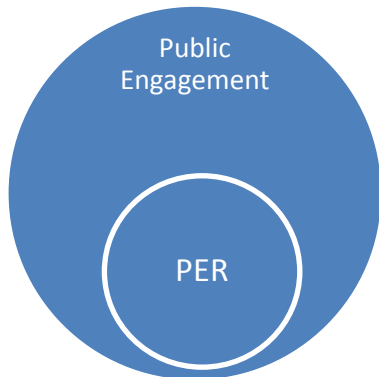
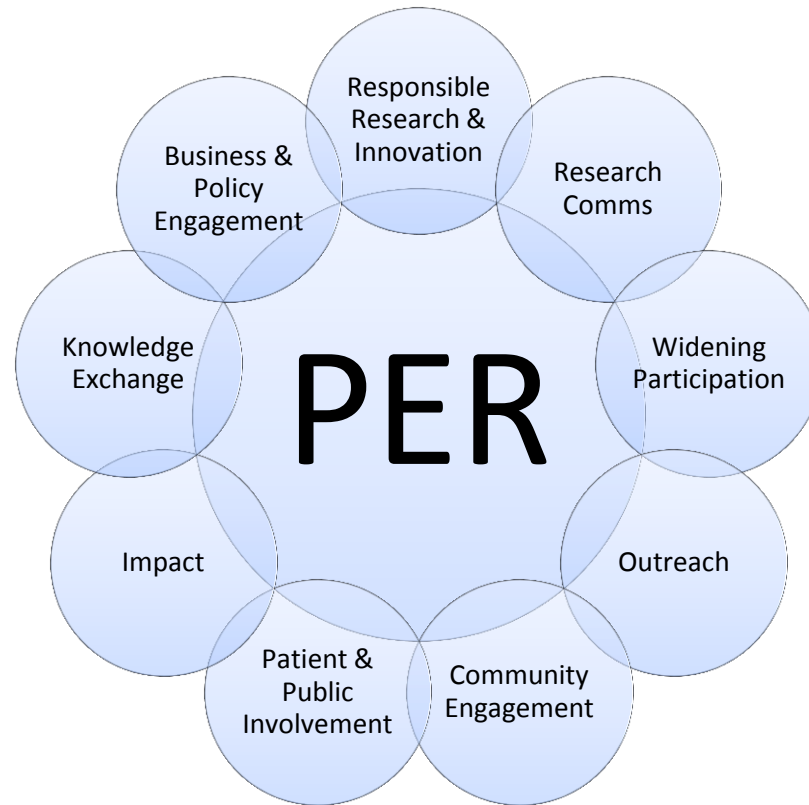
To Collaborate & Co-create



# Public Engagement 'Onion'



# Public Engagement with Research





# Strategic Commitment

The University has a strategic commitment to public engagement with research:

- *University Strategic Plan 2013-2018*
- Signatory to the *Manifesto for Public Engagement* and the *Concordat for Engaging the Public with Research*
- *University Innovation Strategy* and Action Plan
- *Academic Champion for Public Engagement with Research:*

Professor Shearer West: Feb - Sept 2015

Professor Sarah Whatmore: From Sept 2015



Professor Sarah Whatmore: University Academic Champion for Public Engagement with Research

# PER Plans

- “To help create a culture where excellent public engagement with research (PER) is better embedded within the Institution”.

## *Key activities:*

- University-wide public engagement with research (PER) strategy
- Analyse PER at Oxford including purpose, meaning and value
- PER network
- Encourage more partnership projects
- Gather and share best practice
- Reward and recognition
- Explore how best to resource PER
- Communications and evaluation



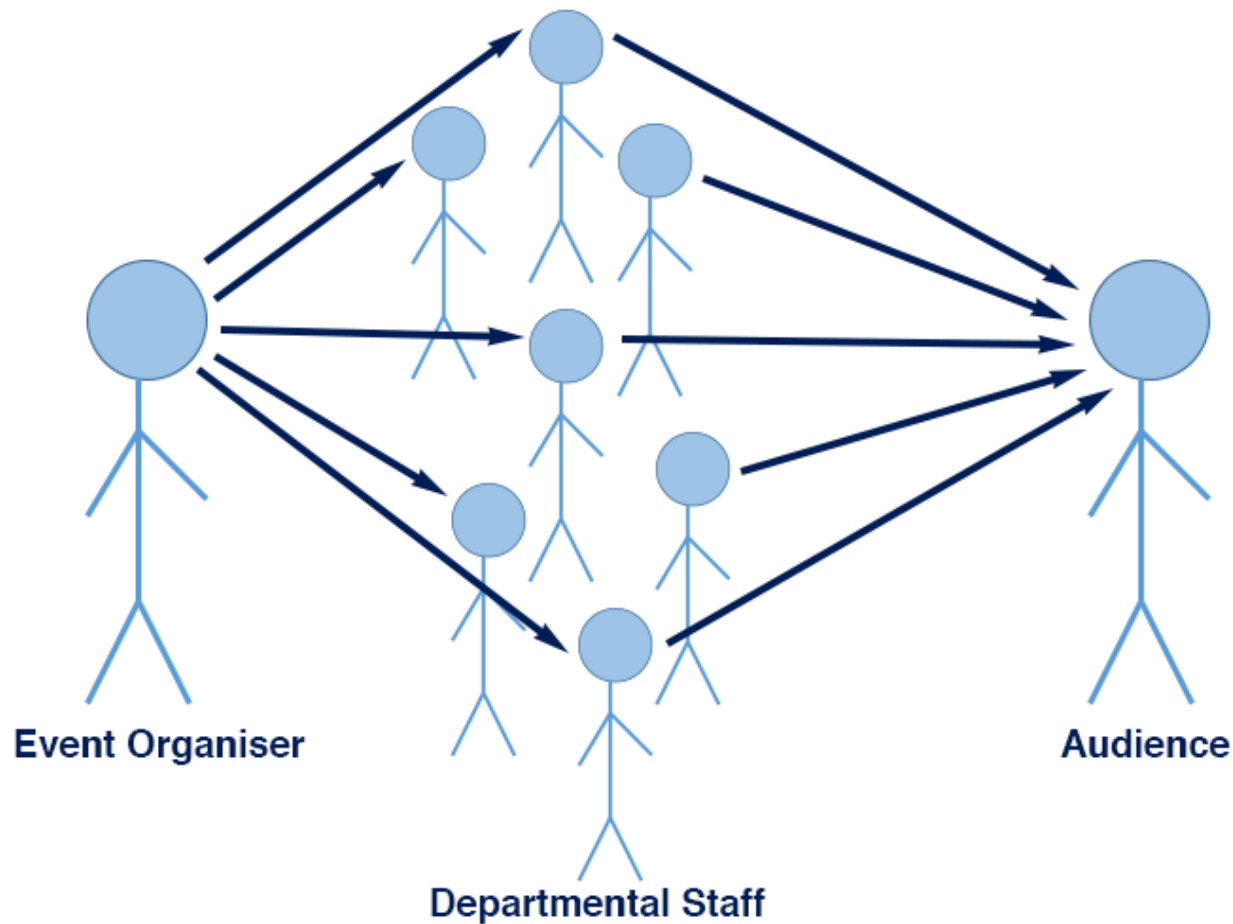
# Communicating events more efficiently

## 29 October 2015

Alison Brindle  
Divisional Communications Manager  
Medical Sciences Division



# The situation as it was in Medical Sciences



# What staff said

Complete survey results available at  
<http://www.medsci.ox.ac.uk/support-services/communications-web/resources/weekly-events-digest>

E-mails are frequently resent to multiple e-mail lists

Today I received 3 emails about the same seminar!

...received too many emails about seminars. However, I found that I have missed out on some that have been poorly advertised or advertised too late and were already full.

I don't even know if I am receiving all the relevant e-mails as they come at random.

...some don't apply to me at all but are sent to whole department - so i just don't read them

Would be good to have a central timetable - which perhaps we could filter for particular research interests?

It's the specificity that's the real issue here. Just as I can set my preferences for journal article alerts, there should be a drop-down list of themes/topics I'm most interested in so that those are prioritised for me. Announcements need to join the 21st century... personalisation of alerts is how everybody from Google to Nature does it these days.

Sometimes the same seminar is advertised by 2 or 3 people, as well as again on the day of the seminar.

I think a 4 hour warning (or so) typically works quite well for me, though I am getting better at remembering!

# Utilising Oxford Talks

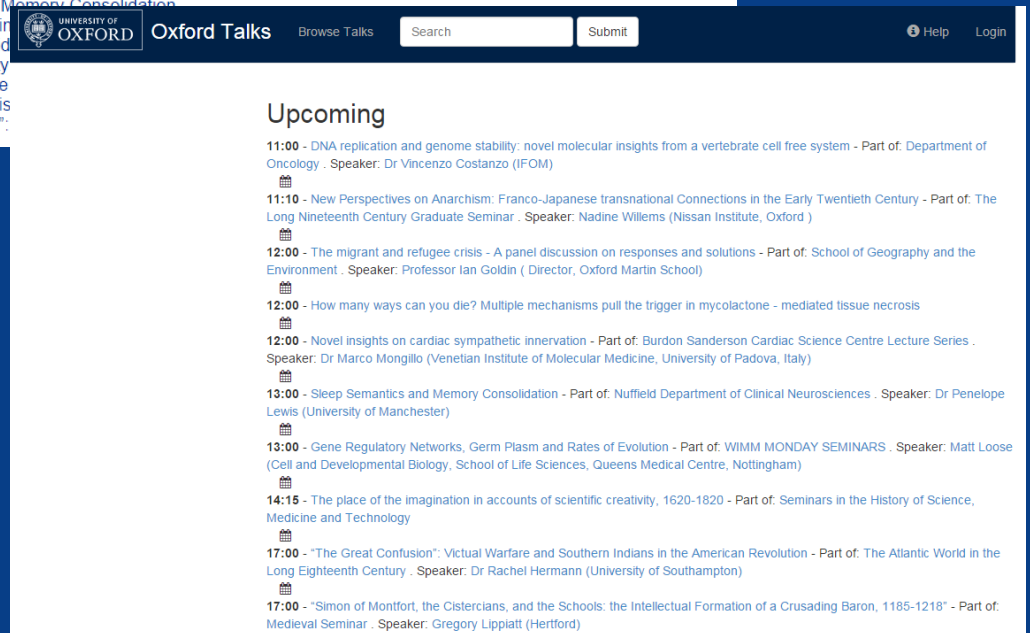
Departmental event organisers enter talks/workshops/seminars/events into Oxford Talks (new system currently being finalised).



The screenshot shows the 'Oxford Talks' website. At the top is a logo of a building and the text 'Oxford Talks'. Below this is a navigation bar with 'The University of Oxford > Oxford Talks'. A search bar is on the left with a 'Go' button. Below the search bar are links for 'Browse A-Z', 'Log in', 'Oxford users (SSO)', and 'Information On'. A sidebar on the left contains text about graduate training opportunities. The main content area is titled 'All of Today's Talks' and lists several events with their times and topics, such as 'DNA replication and genome stability' at 11:00 and 'New Perspectives on Anarchism' at 11:10.

Old system  
[talks.ox.ac.uk](http://talks.ox.ac.uk)

New system  
[new.talks.ox.ac.uk](http://new.talks.ox.ac.uk)



The screenshot shows the 'new.talks.ox.ac.uk' website. It features a dark blue header with the 'University of Oxford' logo and 'Oxford Talks' text. A search bar and 'Submit' button are on the right, along with 'Help' and 'Login' links. The main content area is titled 'Upcoming' and lists several events with their times and topics, such as 'DNA replication and genome stability' at 11:00 and 'New Perspectives on Anarchism' at 11:10. Each event entry includes a small icon of a building and the speaker's name and affiliation.

<http://www.medsci.ox.ac.uk/events>

All departmental events are then automatically pulled through to the divisional website. This is where readers are directed.

University of Oxford  
MEDICAL SCIENCES DIVISION

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UNIVERSITY OF OXFORD

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Search

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Events

October 2015

26

**DNA replication and genome stability: novel molecular insights from a vertebrate cell free system**  
*Dr Vincenzo Costanzo (IFOM)*  
Monday, 26 October 2015, 11am @ Old Road Campus Research Building (71A, B and C), Headington OX3 7DQ

26

**Novel insights on cardiac sympathetic innervation**  
*Dr Marco Mongillo (Venetian Institute of Molecular Medicine, University of Padova, Italy)*  
Monday, 26 October 2015, 12pm @ Sherrington Building (Library), off Parks Road OX1 3PT

26

**Gene Regulatory Networks, Germ Plasm and Rates of Evolution**  
*Matt Loose (Cell and Developmental Biology, School of Life Sciences, Queens Medical Centre, Nottingham)*  
Monday, 26 October 2015, 1pm @ Weatherall Institute of Molecular Medicine (WIMM) (Seminar Room), Headington OX3 9DS

26

**Sleep Semantics and Memory Consolidation**  
*Dr Penelope Lewis (University of Manchester)*  
Monday, 26 October 2015, 1pm @ Sherrington Building (Sherrington Room, Department of Physiology, Anatomy and Genetics), off Parks Road OX1 3PT

# MSD Weekly Events Digest

Divisional Communications Manager also sends a weekly events digest, which includes all divisional talks pulled from Oxford Talks, to an opt-in list of +1,000 people (staff and students) every Friday. Find out more:

<http://www.medsci.ox.ac.uk/support-services/communications-web/resources/weekly-events-digest>

## Medical Sciences Division What's On Events and Seminars



Monday 26 October 2015 - Friday 30 October 2015

This list generated at 08:11 on 23 October. Check the up-to-date list on [Oxford Talks](#).

### Monday 26 October 2015

11am [DNA replication and genome stability: novel molecular insights from a vertebrate cell free system](#)

**Dr Vincenzo Costanzo (IFOM)**

Old Road Campus Research Building (71A, B and C), Headington OX3 7DQ

[Download to your calendar](#) | [Oxford Talks](#)

12pm [Novel insights on cardiac sympathetic innervation](#)

**Dr Marco Mongillo (Venetian Institute of Molecular Medicine, University of Padova, Italy)**

Lunch will be provided

Sherrington Building (Library), off Parks Road OX1 3PT

[Download to your calendar](#) | [Oxford Talks](#)

1pm [Gene Regulatory Networks, Germ Plasm and Rates of Evolution](#)

**Matt Loose (Cell and Developmental Biology, School of Life Sciences, Queens Medical Centre, Nottingham)**

Weatherall Institute of Molecular Medicine (WIMM) (Seminar Room), Headington OX3 9DS

[Download to your calendar](#) | [Oxford Talks](#)

1pm [Sleep Semantics and Memory Consolidation](#)

**Dr Penelope Lewis (University of Manchester)**

Sherrington Building (Sherrington Room, Department of Physiology, Anatomy and Genetics), off Parks Road OX1 3PT

[Download to your calendar](#) | [Oxford Talks](#)

2.15pm [The place of the imagination in accounts of scientific creativity, 1620-1820](#)

**Speaker to be confirmed**

47 Banbury Road, 47 Banbury Road OX2 6PE

<https://twitter.com/OxfordMedSci>

Events also publicised through divisional Twitter account, which quite a few staff follow.

The screenshot shows the Twitter profile for the University of Oxford Medical Sciences (@OxfordMedSci). The profile header includes the University of Oxford crest and name. The bio states: "Latest research, news and events from the Medical Sciences Division. Tweets from the divisional office. communications@medsci.ox.ac.uk". The location is "University of Oxford", the website is "medsci.ox.ac.uk", and it was joined in July 2010. The profile has 2,257 tweets, 813 following, 4,123 followers, 310 favorites, and 2 lists. The main content area shows two tweets. The first tweet, posted 18 minutes ago, promotes a mental health event: "Tomorrow! Find out how to keep mentally fit with @OxExpPsy bit.ly/1JIQTA7 #dementia #stroke #OxfordOpenDoors #OxMedSciEngages". The second tweet, posted 3 hours ago, promotes a course: "NIHR DEC Oxford 2-day course on diagnostic test development, evaluation + regulation 1-2/10/15 /tinyurl.com/ou7tuzk". Below the tweets is a grid of images, including a collage of healthcare-related photos and a large photo of a historic Oxford building.

**UNIVERSITY OF OXFORD**

**Medical Sciences**  
@OxfordMedSci

Latest research, news and events from the Medical Sciences Division. Tweets from the divisional office.  
communications@medsci.ox.ac.uk

University of Oxford  
medsci.ox.ac.uk  
Joined July 2010

81 Photos and videos

**Tweets**   Tweets & replies   Photos & videos

**Medical Sciences** @OxfordMedSci · 18m  
Tomorrow! Find out how to keep mentally fit with @OxExpPsy bit.ly/1JIQTA7 #dementia #stroke #OxfordOpenDoors #OxMedSciEngages

**Medical Sciences** @OxfordMedSci · 3h  
NIHR DEC Oxford 2-day course on diagnostic test development, evaluation + regulation 1-2/10/15 /tinyurl.com/ou7tuzk

# Some further suggestions

- Don't add pdfs to email
- Send alerts that can be added to users calendar client
- More coordination within departments, so only one person sends/receives alerts
- Central calendar listing all seminars, which users can subscribe to according to interest
- Add QR codes to poster
- Advertise on departmental monitors
- Notification of seminars in other divisions
- Better user interface on Oxford Talks
- Send termly, monthly, weekly updates



Any questions?

Alison Brindle [alison.brindle@medsci.ox.ac.uk](mailto:alison.brindle@medsci.ox.ac.uk)

Anne Bowtell [anne.bowtell@medsci.ox.ac.uk](mailto:anne.bowtell@medsci.ox.ac.uk)

# The Conversation

Carolyn Culver, Head of Communications, MPLS

Thursday 29 October 2015

University communication officers' network

How we're  
different

Our charter

Creative  
Commons

A global  
network

Our editors work with scientists, scholars and researchers to better understand our world. We have bases in Australia, Africa, France, US and UK - with more to come.

- Africa
- Australia
- France
- United States

## THE CONVERSATION

Academic rigour, journalistic flair

Search analysis, research, academics...

Arts + Culture Business + Economy Education Environment + Energy Health + Medicine Politics + Society Science + Technology Rugby World Cup

Follow Topics Migrant crisis Cities Turkey 2015 Soccer Prize Volkswagen TTIP Hard Evidence Explorer Digital economy



Denys Kurabuk/Shutterstock

### Choir singing improves health, happiness – and is the perfect icebreaker

Jacques Launay, University of Oxford and Edward Pearson, University of Oxford

Singing in a choir really can change your life for the better. And yes, anyone can do it

More

#### Columnists

This time with an adoption-shoulder-  
chip and some unusually  
low-key veganism

Lauren Roseberry



The Hindu Kush earthquake appears  
to follow closely the pattern of the past

Simon Ratnam



Victoria Anderson — "What happens when you subject Freud and his couch to forensic analysis? Not a lot"

Rowan Frendman — "For all the UN's failures, a world without it would be poorer and more unstable"

Carwyn Hooper — "Despite their potential, HIV self-testing kits are still banned in Northern Ireland"

John Jewell — "Before he's even started in the job, Seamus Milne has become the story"

More columnists

#### Rolling updates

Analysis from the brightest minds.

The Conversation @ConversationUK



Tony Gallagher @tgeducation

Not the end of the world, but a near miss which could have been quite bad via @ConversationUK theconversation.com/now thats a d...  
@NewSummary

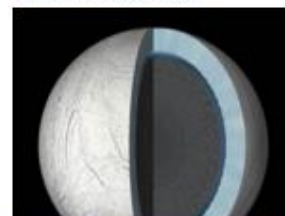
1h



The Conversation @ConversationUK

Exciting find means possibility of life on Saturn's moon Enceladus just got even stronger bit.ly/1MgyaV0 pic.twitter.com/DhHUhGtdQM

15h



#### Analysis and Comment



#### Migrant Crisis



No paywall

Evidence  
based

No political  
agenda

Impact

Creative  
commons

Experts

Honest and  
balanced



## Polar invasion: how plants and animals would colonise an ice-free Antarctica

September 15, 2015 6.33am BST

Tom Hart, Author provided

- Email
- Twitter
- Facebook
- LinkedIn
- Print

69

0

9

Antarctica's ice sheets could [totally collapse](#) if the world's fossil fuels are burnt off, according to a recent climate change simulation. While we are unlikely to see such a dramatic event any time soon, we are already observing big changes and it's worth considering what the worst case scenario might look like for the continent's ecosystems. How long before Antarctica turns into grassy tundra?

For now, life thrives mostly at the very edge of the continent – it's driven by the plankton-rich Southern Ocean and clustered around seasonally ice-free areas of coastal land. The interior might be sparsely inhabited, but the continent is not as barren as many think.

### Authors



**Peter Convey**  
Terrestrial Ecologist, British Antarctic Survey



**Tom Hart**  
Penguinologist, University of Oxford

### Disclosure statement

Peter Convey receives funding from the Natural



# Hard Evidence: how many foreign students stay in the UK?

August 11, 2019 4:58pm BST



Will they stay or will they go home? REUTERS/Andy Meehan

[Email](#)  
[Twitter](#)  
[Facebook](#)  
[LinkedIn](#)  
[Print](#)

103  
 28  
 43

The UK government has placed [extra restrictions](#) on non-EU students staying in the UK after finishing their studies and there are reports that the home secretary, Theresa May, [plans to restrict student migration](#) even further. The restrictions have been adopted as part of the UK government's attempt to reduce annual net migration – the difference between the number of people coming into and leaving the UK – to [fewer than 100,000](#).

Students who arrive or leave the UK for more than 12 months are counted as migrants in official net migration statistics in the same way as those who come and go for other reasons. Unsurprisingly, there has been significant opposition to students being included in the migration target from universities, further education institutions and [public figures](#).

In light of potential new restrictions on student migration, with [leaked proposals](#) suggesting students may need to show more evidence of financial savings when they arrive, it's worth

## Author



**Carlos Vargas-Silva**  
Associate Professor and Senior Researcher,  
University of Oxford

## Disclosure statements

Carlos Vargas-Silva has received funding from the Economic and Social Research Council, John Fell Fund and the Department for International Development in the past.

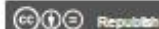
## Partners



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# How does it work?





Reception event for researchers and academics

Friday 27 November, 12.30-2pm

Jesus College

Capacity of 100

Short talks but mainly lunch and networking!

(Contact [carolyne.culver@mpls.ox.ac.uk](mailto:carolyne.culver@mpls.ox.ac.uk) for more detail)

Training and support will follow

Information on the University website: [po.st/TheConversation](https://po.st/TheConversation)

The Conversation website: <https://theconversation.com/uk>

Please encourage your researchers to get involved!

Sign up for daily e-digest on The Conversation website

# CIPR membership and CPD

Victoria Pearson

Senior Communications Planning Manager, Public  
Affairs Directorate



# Discounted CIPR membership – [www.cipr.co.uk](http://www.cipr.co.uk)

- The CIPR is an advocate for the PR profession. It seeks to support practitioners, raise standards and encourage best practice.
- Different grades of membership based on your experience and qualifications in PR. Membership provides:
  - discounts on training and room hire
  - access to network groups and online webinars, skills guides, toolkits, case studies and reports
  - access to CPD programme
- Available to University and college staff at a discounted rate of £165 per year. You must apply through the Public Affairs Directorate, not directly with the CIPR, to get the discount.
- If you are interested, email [public.affairs@admin.ox.ac.uk](mailto:public.affairs@admin.ox.ac.uk). Payment and completed forms due no later than 16 November.

# Continuing Professional Development

CPD refers to ongoing professional learning to maintain your knowledge, skills and practical experience. It can involve any relevant learning activity, whether structured or self-directed.

PAD workshops now eligible for points through CIPR's CPD programme.


- Lunchtime one hour sessions:
  - **5 CPD points** when you attend **2 or more** of these sessions in a term;
  - you will need to sign in at each session you attend and you will be issued with a completion certificate at the end of the term.
- Masterclass 2–3 hour sessions:
  - **5 CPD points** per session;
  - you will need to sign in at the session and you will be issued with a completion certificate following the event.

## Welcome, Victoria Pearson MCIPR

To complete CPD you need to log at least 60 CPD points by 29 February 2016.

### Your total CPD points


You need to log at least 60 points on CIPR CPD by 29 February. So far you have logged 50 points.

50	You have not yet completed 60 points	
----	--------------------------------------	-----------------------------------------------------------------------------------

### Stream 1: compulsory

#### Developing yourself

You need to log at least 40 points in this stream. So far you have logged 50 points.

50	Minimum points completed	
----	--------------------------	-------------------------------------------------------------------------------------

### Finding and logging CPD activity

We have over 700 activities listed in our CPD database. If you are ready to log an activity, search the database to see if it is listed. If not you can create a custom activity.

[Search the CPD database](#)[Log a custom activity](#)

Sign in to 'My CPD' on CIPR website and click on 'Log a custom activity'.

**Title**

What is the title of this activity? This is not what you did, it's what the activity is.

Eg "Reviewing your website" or "Public Affairs Directorate lunch time workshops"

**Description**

Describe what the activity entails, not your experience of it.

Example: "Two day workshop introducing the role and scope of PR in a variety of organisations, examining how it differs from marketing and advertising"

Two one-hour training sessions:

- [Description from PAD website]

**Is this a CIPR or third party activity?**

- ☐ This activity is provided or hosted by the CIPR
- ☒ This is not a CIPR activity

**Provider:**

University of Oxford Public Affairs Directorate

**Activity type**

Once you have selected the correct activity type, your activity is automatically awarded points and attached to the correct stream.

Training session – up to a half day

**URL of related webpage:**

If the activity is a web page, or is supported by a resource on the web, provide the URL here.

Example: The web URL link should relate to the specific event attended or a specific product of the activity.

**Evidence: File attachments**

If you wish to attach files to support this submission, you may do so. Please only attach image files, PDF, TXT or RTF files, or Microsoft Office or OpenOffice documents. The documents should relate to the event took place, i.e. an email relating to the event/workshop, or be a product of the activity. Maximum upload file size is 15MB.

Browse...

No file selected

Upload completion certificate

**Date(s) undertaken**

to

Your submission is a **draft** and has not yet been added to your CPD record. You may save it as a draft and return to edit it later before you submit.

Once you are ready to submit, tick the box below. The points for this activity will then be considered towards your annual total. You will not be able to edit this submission once it has been submitted.

☐ I'm ready to file this submission on my CPD record

Save draft

Cancel



# Questions?

Vicky Pearson: [victoria.pearson@admin.ox.ac.uk](mailto:victoria.pearson@admin.ox.ac.uk)

A photograph of a crowd of people with their hands raised in the air, set against a bright blue sky with scattered white clouds. The hands are of various skin tones and some are wearing colorful bracelets. A semi-transparent dark blue rectangular box is centered over the image, containing the text "Any other business?".

Any other business?

