



# Developing effective newsletters

## 1 December 2015

Alison Brindle and Jacqueline Pumphrey  
Medical Sciences Division

## Today's session:

- Group exercise 1
- Practicalities
- Group exercise 2
- Best practices
- Q&A

# Group exercise 1

Is a newsletter the right tool?

<https://twitter.com/OxfordMedSci>



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OXFORD

**Medical Sciences**  
@OxfordMedSci

Latest research, news and events from the Medical Sciences Division. Tweets from the divisional office.  
[communications@medsci.ox.ac.uk](mailto:communications@medsci.ox.ac.uk)

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🌐 [medsci.ox.ac.uk](http://medsci.ox.ac.uk)  
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📷 81 Photos and videos



TWEETS 2,257   FOLLOWING 813   FOLLOWERS 4,123   FAVORITES 310   LISTS 2

Tweets   Tweets & replies   Photos & videos



**Medical Sciences** @OxfordMedSci · 18m

Tomorrow! Find out how to keep mentally fit with @OxExpPsy [bit.ly/1JIQTA7](https://bit.ly/1JIQTA7) #dementia #stroke #OxfordOpenDoors #OxMedSciEngages

👤 1   ⭐   📊   ⋮



**Medical Sciences** @OxfordMedSci · 3h

NIHR DEC Oxford 2-day course on diagnostic test development, evaluation + regulation 1-2/10/15 [/tinyurl.com/ou7tuzk](http://tinyurl.com/ou7tuzk)



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Search 

## Understanding the drivers of antimicrobial resistance

## How clean is a clean room?

Staff: Tell us what you think of OxfordMedSci News

## OxfordMedSci

medicine research biomedical clinical health Neurosciences primary care surgery clinical infection radiation scientific Surgical Sciences practice global anatomy genetics molecular pathology microbiology health physiology diabetes Clinical Medicine biomedical endocrinology anaesthetics immunology epidemiology infection medicine cardiovascular research anatomy Obstetrics and Gynaecology primary care diabetes gynaecology neurology physiology Oncology public health sciences Pharmacology radiation oncology endocrinology metabolism Orthopaedics practice Rheumatology and Musculoskeletal Sciences investigative global research anatomy clinical primary care gynaecology neurology surgery sciences radiation diabetes oncology paediatrics ophthalmology Pharmacology rheumatology anaesthetics practice global Psychiatry cardiovascular neurology Paediatrics infection global radiation clinical Primary Care Health Sciences surgery physiology medicine research biomedical clinical Biochemistry primary care gynaecology investigative immunology Population Health clinical anatomy genetics molecular pathology microbiology rheumatology Physiology Anatomy and Genetics clinical obstetrics metabolism cell biology practice global genetics molecular Experimental Psychology clinical microbiology ophthalmology

## LATEST NEWS



What makes us laugh? It's serious research...

## EVENTS

## Understanding excess: new insights into obsessive-compulsive disorders



16 departments

5000+ staff, students and academic visitors



Discussions

Project Coordinators

NDCN Calendar  
NDCN Staff  
Discussion Board

 Recycle Bin  
 All Site Content

## Administration Intranet



### I want to...

- [Fill in my PDR form](#)
- [Book a room](#)
- [Make an expenses claim](#)
- [Edit my profile on the NDCN website](#)
- [Organise refreshments for my event](#)
- [Apply for a research grant](#)
- [Recruit a new member of staff](#)



### News from the Department

#### NDCN

[Teaching old drugs new tricks](#)

[Angela Vincent receives British Neuroscience Association Award](#)

[Patients, carers, and researchers discuss a rare form of motor neuron disease](#)

[Brain structure may be root of apathy](#)

[Why sleep could be the key to tackling mental illness](#)

What do you want the  
newsletter to do?



### IN THIS ISSUE

#### Message from Head of Division

[Act on Acceptance - Why Open Access Matters](#)

[Sixty Seconds with...Carolyn McKee, Deputy Director, Legal Services](#)

[Board Business](#)

[Athena SWAN News](#)

[IT News](#)

[Library News](#)

[Opportunities and Updates](#)

[And Finally....Join us at The Conversation lunchtime launch event](#)

Do you have news or events that you would like to promote? Or would you like your lab/centre/unit to feature in a future issue of Lab Talk? For further information, please contact [communications@medsci.ox.ac.uk](mailto:communications@medsci.ox.ac.uk)

Sign up [here](#) to receive a weekly digest of all events/seminars/talks/workshops taking place across the Division.

Copy deadline for next issue: 09:00, Monday 7 December. Delivery date: Monday 14 December



### ACT ON ACCEPTANCE - WHY OPEN ACCESS MATTERS

Did you know that your open access choices not only affect the visibility of your research but also whether your outputs are eligible for the next REF?

From the 1 April 2016 you will need to **act on acceptance** to make your outputs REF eligible. Articles and conference papers must be placed in an online repository within 3 months of acceptance for publication.

So while you're celebrating your next article being accepted for publication, make sure you **deposit your work** in the Oxford Research Archive repository. This free service for University of Oxford Researchers allows you to quickly and easily deposit your work via Symplectic Elements.

**You deposit, we'll take care of the rest.**

For more information on open access at Oxford and how to make sure that your work is eligible for the next REF visit the [Open Access Oxford website](#).

# MSD 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

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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

Do you have the resources?

What format will your  
newsletter have?



NUFFIELD DEPARTMENT OF  
CLINICAL NEUROSCIENCES



## WEEKLY BULLETIN: 26–30 October 2015

### Departmental Information

#### What animals can tell us about sleep

19 November 2015, 5.45-6.45pm, Mathematical Institute, Woodstock Road



Irene Tobler, University of Zurich, will give this public lecture organised by the Sleep and Circadian Neuroscience Institute and supported by the Embassy of Switzerland in the UK.

[Book your place here...](#)

#### Fortnightly Thursday Coffee Hour

Thursday 29 October, 11.00am, Staff Room, Level 6, West Wing



The NDCN Student Club is hosting free coffee/tea/cake every other Thursday. Come along and bring other staff and students to relax and enjoy a morning coffee!

### Staff News

Welcome to:

- **Daniel, Drew**, Research Coordinator for Cognitive Neurology working with Masud Hussain.

### Administration

#### Champion for Public Engagement

Sarah Whatmore, Professor of Environment and Public Policy in the School of Geography and the Environment and Fellow of Keble College, has been appointed as the University's Academic Champion for Public Engagement with Research.

She will lead on developing a University strategy for public engagement with research and increasing the visibility of the University's commitment to this agenda, with support from a network of academic champions and staff.

She will also play a key role in the [project grant](#) awarded to Oxford by Research Councils UK its Catalyst Seed Fund. This fund aims to help universities create a culture where excellent engagement with research is better embedded within the institution.

#### Finance Committee Minutes

See the [meeting minutes](#) on our intranet.

#### Major Grants Deadlines

Please see the [calendar](#) for major funder deadlines in December 2016, as well as leave/closure of Christmas and New Year period.

Do not hesitate to contact us sooner, rather than later ([research@ndcn.ox.ac.uk](mailto:research@ndcn.ox.ac.uk)) if you are thinking of applying for funding over this period as we will need to manage our time and accommodate the



If e-newsletters, have you  
considered....?

# E-newsletters – be aware of the risks

## Data protection:

Minimise the data held (eg just to email address) and observe all data protection requirements -

<https://ico.org.uk/for-organisations/marketing>

Restrictions on email marketing – <https://ico.org.uk/for-organisations/marketing>

Lack of clarity where data hosted outside EU

## Legal liability:

Standard terms and conditions of e-newsletter providers

## Consider alternatives, eg:

Sympa mailing list system to manage mailing lists

HTML templates

Google docs or webpage click-throughs

Social media?



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## NUFFIELD DEPARTMENT OF **PRIMARY CARE** HEALTH SCIENCES

**Weekly update: 06 November 2015**

**Don't miss:**

[Department Christmas Party deadline – 17 November](#)

[Calling all Psychologists in the department](#)

[Are you set up on Symplectic?](#)

### **> Upcoming Department seminars & events**

**The effects of immigration on NHS waiting times**

Catia Nicodemo, Research Fellow, CHSEO

Wednesday 11 November, 10:30-11:30 @ NRH Meeting room 2

**Does greater autonomy among women provide the key to better child nutrition?**

Wiji Arulampalam, Professor of Economics, University of Warwick.

Thursday 12 November, 12:30 @ Gibson building meeting room 1

**The full programme of upcoming department seminars can be found on OxTalks**

**> [See the full department seminar programme](#)**



# Created using an Outlook template

DEPARTMENT OF  
PSYCHIATRY  
Medical Sciences Division

## **Monthly e-newsletter: November 2015**

A monthly e-newsletter for staff and students of the Department of Psychiatry.  
Do you have any news or events to promote? Please email [comms@psych.ox.ac.uk](mailto:comms@psych.ox.ac.uk)

### **DEPARTMENT NEWS**



#### **MPs back The Mindful Nation UK report**

The Mindful Nation UK report, published 20 October 2015, was the result of a 12-month inquiry by the All Party Parliamentary Group on Mindfulness into how mindfulness training can benefit UK services and institutions.

The Parliamentary work represented the first time that mindfulness has been seriously considered as national public policy. The cross party group of MPs said that expanding mindfulness provision in the NHS could save £15 for every £1 spent. Read [The Mindful Nation UK report](#).

*"Mindfulness-based cognitive therapy offers a new choice for millions of people with recurrent depression. Its broader vision for a nation where schools, prisons, the health service and workplaces are more mindful is compelling."* Professor Willem Kuyken, OMC Director



#### **Dementias Platform UK launches 'The Data Portal' - unparalleled resource for research**

The portal, which launched on 20 October 2015, includes the Cohort Finder, that allows cohort descriptions to be easily searched in order to identify and confirm topics for

# Created in Word, converted to pdf

19 MAY 2014 Issue No: 2



## ONCOLOGY BULLETIN

### Latest News:

**CONGRATULATIONS** to: **Professor Peter O'Neill** on being awarded the 2014 Failla Award from the Radiation Research Society. **Cecilia Folio Zabala** for the best poster and **Philip Simister** for the best oral presentation at the Oncology Post-Doc Away Day held on 16 May.

Our Head of Department **Gillies McKenna** and **Pamela Reynolds**, **Dorine Bax**, **Iain Tullis** and **Giacomo Pirovano** from the CRUK/MRC Oxford Institute for Radiation Oncology featured on **BBC Radio 4's 'Broadcasting House'** on Sunday 18<sup>th</sup> May. Further details and a link to the programme can be found on our [website](#).

**Office moves:** There have been a number of office moves since the last issue. The grants team is now located on the lower ground floor of ORCRB at the back of the building (opposite the IT office); Peter O'Neill has moved to the shared Professorial office at the far end of the ground floor of ORCRB; Ester Hammond has moved to Peter's former office; and Eric O'Neill has moved to Martin Christlieb's/Mark Hill's former office, both on the ground floor of ORCRB. Other interim moves have taken place to accommodate this.

**Please be aware** of the traffic congestion around the junction of Old Road/Windmill road – this is due to electrical works and is anticipated to last until 25 June.

### People:

#### Welcome to:

- John Moore – Postdoctoral Researcher for Andy Ryan
- Emma Johnson – Medical Technical Scientific Officer for the Sample Handling Lab at the Churchill
- Sharon Draper – Personal Assistant to Oncology Group Leaders based on the ground floor, ORCRB
- Moira Fenemore – Senior Finance Officer (Clinical Resources)
- Jessica Booth – Finance Assistant
- Helen Fanyinka – Personal Assistant to Oncology Group Leaders based on the ground floor, ORCRB

#### Congratulations to:

- Ella Fung who has been awarded a Croucher Scholarship
- Mina Bekheet who has received a Yousef Jameel Scholarship

#### Farewell to:

- Ka-Liong Tan, DPhil student in Nick La Thangue's group

### Dates for your diary:

# Group exercise 2

- Is a newsletter the right tool?
- What do you want the newsletter to do?
- Do you have the resources?
- What format will your newsletter have?
- If e-newsletters, have you considered....  
which provider to use, data protection,  
liability issues, opt/opt out regulations, using  
alternative methods etc.?

# Best practice

- Send it at the same time each week/month
- Keep the design consistent
- Content is key
- Think about your subject line and headings
- Use standard journalistic techniques
- Test all the links
- Archive back issues
- Evaluate

## OPPORTUNITIES AND UPDATES

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### Important Updates

[Get your ORCID iD](#) As well as being a requirement for Wellcome Trust funding, having an ORCID iD now brings extra benefits

[Update on Triangle Building nursery, ORC](#)

[Call for Final Honour School Research Projects 2016](#)

### Funding Opportunities

[Oxford-UCB Prize Fellowship in Biomedical Research](#) 3-year fully-funded Research Fellowship, plus £10,000 Prize. Now open for applications

[NIHR Oxford BRC Call for New Research Programmes](#)

[NIHR Research Professorships](#) Deadline for expressions of interest Monday 25 November

[Funding for open access publications arising from finished FP7 projects](#)

### Engagement Opportunities

[Oxford Sparks Public Engagement Training](#) Michaelmas Term Timetable Announced

### Volunteer Opportunities

[Volunteers wanted! Research Project: Perceptual Capacity in the Classroom](#)

[Healthy volunteers aged 18-45 needed](#) For a study investigating the effects of the antidepressant Bupropion on the processing of emotions

[Do you stutter?](#) Researchers at the Department of Experimental Psychology University of Oxford are seeking men who stutter for a Transcranial Direct Current Stimulation (tDCS) study.

[Speech MRI study](#) Researchers at the Department of Experimental Psychology University of Oxford are seeking participants for a speech study.

[Do you, or young people you know, want to take part in the 'young people and skin conditions' project?](#)

[18-35 year olds needed for EEG study](#)

[Children and adolescents needed for study examining number skills and brain development](#)

[Towards the prevention of RSV: A major cause of infant death](#) A vaccine study involving healthy adults

[Males 18-40 needed for study](#) Interested in the workings of the human brain? Want to help Research in Psychiatry?

[The Oxford Vaccine Centre Healthy Volunteers Database](#)

### Other Items of Interest

[Clinical DPhil Paths: 2015 survey live and partner universities on board!](#) Clinical DPhil Paths is an OUCAGS study about the career plans of clinical DPhil students. This year, UCL and Birmingham University are joining in, too.

[Oxford Immunology Group \(OIG\) Post Day Day](#) Thursday 12th November 2015, 12:00 – 17:00 (coffee from 11:30), WIMM Seminar Room

[Annual Oxford Developmental Biology Symposium](#) Friday 11 December 2015. Medical Sciences Teaching Centre, South Parks Road.

[Crossing Boundaries 2 – Health Research Relevant to LMIC Across Oxford's Disciplines and Divisions](#) Tuesday 8th December, 2015, 08.30 to 18.00. Saïd Business School. Registration deadline 13 November.

[Oxford Health NHS Foundation Trust Research Day 'What can research do for you'](#) 16 December 2015. All welcome

[Biostars Kick-Start Workshop](#) Launch of Biotech Business Competition, 14 November 10am - 5.30pm, Saïd Business School

[OB360 Bio-Entrepreneurship Programme](#) Evening seminars on entrepreneurship. November 2015 - February 2016

[Carbon Innovation Programme](#) Staff and students: Submit your carbon reduction idea for a chance to win a Carbon Innovator Award

[Innovation in the NHS](#) 30 November, Lecture Theatre 2, John Radcliffe Hospital

[Tickets now available for the 76th annual Tingewick Panto](#) Running from 25th - 28th November, curtains up at 7:30 pm

[MedComms Careers event](#) 14 January, Medical Sciences Teaching Centre

[view this email in your browser](#)

# mindful

Top stories this week on [Mindful.org](#)



## How Stress Changes the Brain and Body

By Mindful Staff

[f](#) Share [v](#) View



## How Meditation Reduces Pain

By Mindful Staff

[f](#) Share [v](#) View



## The Power of "No"

By Jae Ellard

[f](#) Share [v](#) View



## Smartphones Hurt Our Face-to-Face Relationships: Sherry Turkle

By Mindful Staff

[f](#) Share [v](#) View

# goodreads

Hi Jacqueline,

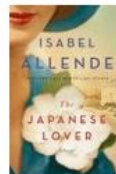
Here's our monthly newsletter from Goodreads—giving you the latest and greatest in our quest to help you find your next favorite book!



You started reading  
**The Silver Dark Sea**  
234 days ago.

[Update Your Progress](#)

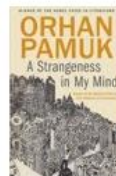
## EXCLUSIVE INTERVIEWS



### Isabel Allende

The Chilean American novelist returns to historical form with [The Japanese Lover](#), an epic love story that ranges from present-day San Francisco to WWII-era Poland.  
[Interview also available in Spanish!](#)

[More](#)



### Orhan Pamuk

Ever-changing Istanbul stars in [A Strangeness in My Mind](#), as a boza seller observes the city over four decades while searching his own heart for love.

[More](#)

## CAST YOUR VOTE



### Vote for the Best Books of 2015

Don't miss your chance to vote in the 7th annual Goodreads Choice Awards! Check out the 400 nominees in 20 categories, including Best Fiction, Mystery, Memoir, Romance, Young Adult Fantasy, and more. Vote now in the Semifinal Round, and don't forget to come back next week for the Finals!

[Start Voting!](#)

## TRIVIA



In Chang-rae Lee's *The Surrendered*, what kind of shop does June have?

[Book](#)

[Coffee](#)

[Antique](#)

[Jewelry](#)

## ASK THE AUTHOR



**Cheryl Strayed**  
Author, *Brave Enough*

[Ask a Question](#)



**Sloane Crosley**  
Author, *The Clasp*

[Ask a Question](#)

**More authors**  
answering  
questions...



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New

Reply |

Delete

Archive

Junk |

Sweep

Move to

Categories



Search email



☐ View: All

Folders



Inbox 13

Junk 3

Drafts 3

Sent

Deleted

ING Direct 2

Knitting 2

moving 2

Photos

subscriptions 3

University applications

WORK 10

New folder

Categories

☐ UEA Alumni Office

You're invited to the Vice-Chancellor's London Lecture

☐ Anna Brindle

FW: Katy sent you a Pin on Pinterest

☒ Booking.com

Alison, it's beginning to look a lot like Christmas!

☐ Alison Brindle

FW: River project - Not work related

☐ Alison Brindle

FW: Reykjavik pools

☐ Alison Brindle

FW: US visa waiver for Bobcats

☐ Keith Brindle

RE: Invite to my Licensing etc at St James, Devizes, Tues 5th Jan

☐ Angela Jukes

Re: Christmas is sorted

☐ Natasha Iwowo

Re: Love from The Barn Retreat 27 Sept- 3 Oct 2015

☐ Emma Teuten

camping suggestion...

☐ Oxford Yarn Store

Oxford Yarn Store Newsletter

☐ Lucyna Kurkowska

Re: Love from The Barn Retreat 27 Sept- 3 Oct 2015

☐ LoveKnitting

Don't miss - 20% off Rico and a FREE pattern!

☐ Alison Brindle

FW: Iceland

☐ Alison Brindle

FW: Annual Academics with Cats Awards

☐ Mindful

How Stress Changes the Brain and Body



Any questions?

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

Jacqueline Pumphrey [jacqueline.pumphrey@ndcn.ox.ac.uk](mailto:jacqueline.pumphrey@ndcn.ox.ac.uk)