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?
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

Medical Sciences
@OxfordMedSci
18m
Tomorrow! Find out how to keep mentally fit with @OxExpPsy bit.ly/1JQTAT7 #dementia #stroke #OxfordOpenDocs #OxMedSciEngages

Medical Sciences
@OxfordMedSci
3h
NIHR DEC Oxford 2-day course on diagnostic test development, evaluation + regulation 1-2/10/15 /tinyurl.com/ou7tuzk
What do you want the newsletter to do?
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.
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 (WMM) (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?
**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.

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**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 intran.

**Major Grants Deadlines**

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

Do not hesitate to contact us sooner, rather 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?
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
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

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
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 Folo 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 18th 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

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. Said Business School. Registration deadline 13 November.
Oxford Health NHS Foundation Trust Research Day ‘What can research do for you’, 16 December 2015. All welcome
Bioscience Kick-Start Workshop Launch of Biotech Business Competition, 14 November 10am - 5.30pm, Said Business School
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
How Stress Changes the Brain and Body
By Mindful Staff

How Meditation Reduces Pain
By Mindful Staff

The Power of “No”
By Jas Ellard

Smartphones Hurt Our Face-to-Face Relationships: Sherry Turkle
By Mindful Staff

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!

Orhan Pamuk
Ever-changing Istanbul stars in A Strangeness in My Mind, as a boa sultan observes the city over four decades while searching his own heart for love.

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 Semi Final 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 zebog does June have?

Book
Coffee
Antique
Jewelry

ASK THE AUTHOR

Cheryl Strayed
Author, Brave Enough
Ask a Question

Sloane Crosley
Author, The Clap
Ask a Question

More authors answering questions...
You’re invited to the Vice-Chancellor’s London Lecture

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

Oxford Yarn Store Newsletter

Don’t miss - 20% off Rico and a FREE pattern!
Any questions?

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