Introduction to the Public Affairs Directorate
Margaret Ounsley and Victoria Pearson
Wednesday 12 October 2016
Our objectives

- To increase public understanding of the aims and activities of the collegiate University.
- To protect and enhance the University’s reputation.
- To demonstrate the impact of Oxford research locally, nationally and internationally.
- To offer public affairs and communications advice and services to colleagues across the collegiate University.
Our structure

Director of Public Affairs
Ceri Thomas

Deputy Director and Head of Internal Communications
Susannah Wintersgill

Public Affairs Office
Margaret Ounsley
Victoria Pearson

Digital Communications
Suzi Ardley

News & Information
Stephen Rouse

Design & Publications
Anne Brunner-Ellis

Events
Lisa Seddon

Head of Communications
Jonathan Ray
<table>
<thead>
<tr>
<th>Activity</th>
<th>Figure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits to <a href="www.ox.ac.uk">www.ox.ac.uk</a> each year</td>
<td>16 million</td>
</tr>
<tr>
<td>Number of media enquiries each year</td>
<td>6,000</td>
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<tr>
<td>Number of public enquiries each year</td>
<td>2,000</td>
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<tr>
<td>Number of press releases issued each year</td>
<td>200</td>
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<tr>
<td>Number of attendees at University events per year</td>
<td>8,000</td>
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<tr>
<td>Circulation of Oxford Today (print issue)</td>
<td>165,000</td>
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<tr>
<td>Facebook likes to date</td>
<td>3 million</td>
</tr>
<tr>
<td>Twitter followers to date</td>
<td>314,000</td>
</tr>
<tr>
<td>Number of images in the online image library</td>
<td>16,000</td>
</tr>
<tr>
<td>YouTube views to date</td>
<td>6.8 million</td>
</tr>
<tr>
<td>Instagram followers</td>
<td>128,000</td>
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News

- Proactive and reactive media relations
- Direct news through website
- Managing media relations
- Media monitoring
News – how we can help you

- Media Relations Manager for each academic division
- Advice on publicising your news stories
- Daily News Alert to almost 1,600 subscribers (news.office@admin.ox.ac.uk)
- Media training
- ISDN line for radio interviews
Public information

- An information service to the University and the general public
- Answers general enquiries (c. 2,000 each year)
- Maintains sources of institutional information
- Briefs external organisations, such as tour guides
Government & community relations

- Coordinating ministerial visits
- Developing relationships with MPs and peers
- Promote the value of Oxford research and an Oxford education to parliamentarians
- Advising on community and government issues
- Developing relationships with local councils and community groups
- Advising on planning applications
- Administering community grants
- Developing public lectures series
Internal communications – how we can help

- Print channels: *Blueprint* and the *Gazette*

- Online channels: Staff Gateway, Staff News

- Advice on disseminating news and promoting events

- Events: UAS Conference (next event 28 March 2017) in conjunction with AAD; Question Time sessions for staff (next event with the Vice Chancellor on 21 Nov)

- Can provide distribution lists/labels

- Can help publicise activity/events through publications and online
Digital communications

- Responsibility for [www.ox.ac.uk](http://www.ox.ac.uk) and central University social media channels
- Digital strategy and online brand management
- Production of films, audio and animations
- Analytics for online channels
Digital communications – how we can help

- Advice on web development and online brand management
- Production of video and audio content
- Promotion of content via University website and social media channels and through the Social Media Hub
- Digital style guide advice
Design and print

Produces University’s key print materials:

- Gazette
- Blueprint
- Oxford Today
- Annual Review
- Undergraduate prospectus
- Graduate prospectus
- University Calendar
Design and print – how we can help

- Design Studio: offers a professional, cost-effective and creative graphic design service
- Print-buying: offers competitively priced print buying service and heavily discounted printing through Gift in Kind
- Conference items: sells a range of branded items for conferences and other events
- Style guide: a guide to writing and formatting documents to enable consistency across the University
Branding – how we can help

- Consistent identity for instant recognition across a global spectrum
- Our visual identity: graphic expression of who we are and what we represent:
  - Toolkit: use of the logo, colour, placement and partner branding
  - Visual identity guidelines
  - Templates and downloads: logos, stationery and PowerPoint
Photography – how we can help

- **ouimages.com** has around 16,000 images (and growing) available for all University and college staff
- Includes the appropriate permissions
- Departments and colleges can be partners as well as users
- One-off purchase or different levels of subscription
- Guidance on using and commissioning images is available on the PAD website: [www.ox.ac.uk/public-affairs/images](http://www.ox.ac.uk/public-affairs/images) > Downloads
Events Office

- Events Office manages around 60 high-profile events each year
- Enable people to interact with Oxford's work and values
- Three broad categories of event:
  1. Express traditions of the University (eg Encaenia)
  2. Recognise current activity and achievement (e.g. building openings)
  3. Showcase and raise profile of the University and its work (eg Oxford London lecture, Women of Achievement lecture series)
Events Office – how we can help

- Offer advice on event planning
- Events management toolkit (tips and templates)
- Hire out equipment (eg tablecloths, banners)
- Offer events material at cost price (eg invitations)
- Paid events management services available
Communications Officers Network: mailing list and termly meetings to share knowledge, ideas and resources

Termly workshops: lunchtime sessions and master classes

Communications advice to departments and colleges

Next meeting 22 November 2016
Communications resources

www.ox.ac.uk/public-affairs

- Communications network and workshops
- Top tips and case studies
- Events toolkit and templates
- Guidance for managing the media
- Branding toolkit, University style guide and digital style guide
- Branded stationery and conference items
- Social media hub
What next?

- Sign up to the Daily News Alert: news.office@admin.ox.ac.uk
- Sign up for workshops: www.ox.ac.uk/padworkshops
- Join the Communications Officers Network: public.affairs@admin.ox.ac.uk
- Join the Social Media Network: digicomms@admin.ox.ac.uk or www.facebook.com/groups/860452704000408/
- Download the University Style Guide: www.ox.ac.uk/styleguide
- Manage your publications subscriptions: www.staffsubs.ox.ac.uk
- Sign up for “Question Time” session on 21 November: www.ox.ac.uk/questiontime