

A man with a beard and dark hair is looking upwards and to the right. He is wearing a dark, patterned shirt. The background is a dark space with a curved, metallic-looking structure, possibly part of a spacecraft or a futuristic building, with a starry sky visible through a window or opening. The lighting is dramatic, highlighting the man's face and the texture of the structure.

# A MUSICAL JOURNEY ACROSS THE UNIVERSE

An out-of-this-world collaboration between  
*U of T News*, media relations and social media  
at U of T Communications

Romi Levine @romeh, *U of T News*  
Krista Boniface @kristaboniface, Social Media @UofT  
Larysa Woloszansky @larysaw, U of T Media Relations

Audio essay about  
Matt Russo's planetarium  
show featuring music by  
Russo, edited by Romi



# THE STORY

- From newsletter to news story
- Why we love this story
- The audio essay
- Where we took it from here



*Astrophysicist Matt Russo makes music using the movements of objects in space (photo by Romi Levine)*

"It's kind of like there's an electric guitar in space and I'm plugging in the cable"

Robyn Rennie hasn't seen the night sky for almost 13 years.

She has centrocecal vision loss, a condition that stemmed from an illness, leaving her with only peripheral vision and a loonie-sized area of vision at the centre.

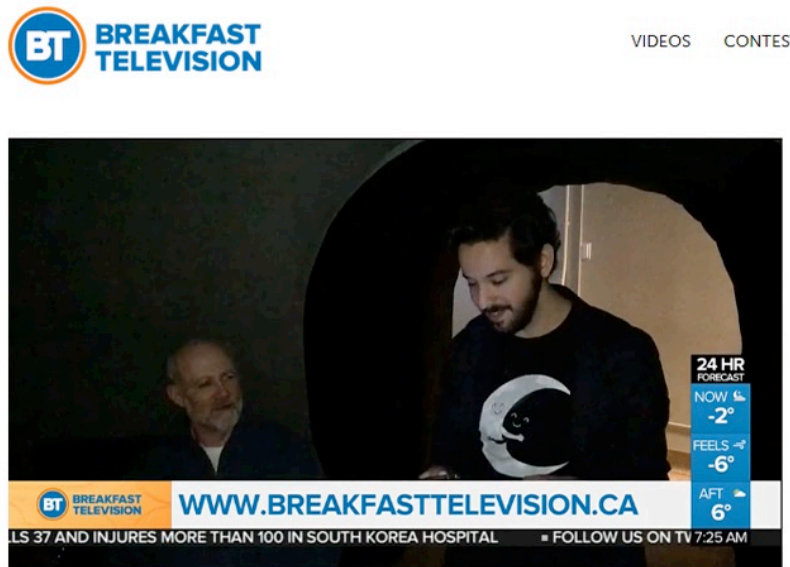
January 24, 2018

By Romi Levine

From the Series  
Our Community

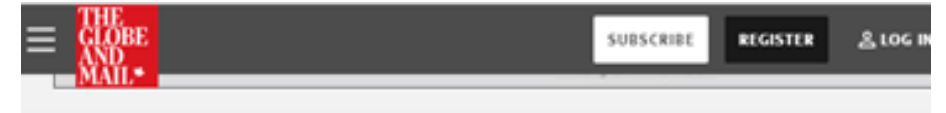
# THE PITCH

- Science stories are hard to pitch
- Who we targeted



Chats

The universe has been given a musical voice



## Toronto astrophysicist creates music from the cosmos



## Toronto astrophysicist offers a musical guide through the universe



- > HOME
- > NEWS
- > VIEWS
- > ENTERTAINMENT
- > LIFE


Entertainment


## Toronto astrophysicist offers a musical guide through the universe



# GOING SOCIAL

- Taking it to the 'Twitterverse'
- Multi-platform storytelling



University of Toronto  @UofT Follow


Meet @astromatrusso, a #UofT astrophysicist-musician @UofTArtSci @CITA\_ICAT helping those who are blind and partially sighted experience the cosmos through a musical planetarium show. 🌟



U of T astrophysicist-musician helps blind, partially sighted experien...  
Robyn Rennie hasn't seen the night sky for almost 13 years. She has centrocecal vision loss, a condition that stemmed from an illness, leavin...  
[utoronto.ca](http://utoronto.ca)

2:44 PM - 25 Jan 2018

16 Retweets 40 Likes 

1  16  40  



University of Toronto 25 January

"It's kind of like there's an electric guitar in space and I'm plugging in the cable."

U of T astrophysicist Matt Russo's planetarium show brings the mysteries of space together for the blind and partially sighted using music and movement.



U of T astrophysicist-musician helps blind, partially sighted experience the cosmos with musical planetarium show

UTORONTO.CA

# GOING SOCIAL

- Building influencer relationships = greater reach



**Dina Pugliese** @DinaPugliese · 18s  
Replying to @UofT @KevinFrankish and 5 others  
Love this

1 like

**Dina Pugliese** and **StraightFromTheCurls** liked your Tweet · 21s

**University of Toronto** @UofT  
The universe has been given a musical voice! Watch as @KevinFrank...



Kevin Frankish Retweeted

**University of Toronto** @UofT · 2m  
The universe has been given a musical voice! Watch as @KevinFrankish @BTtoronto visits @astromatrusso at #UofT to learn about the audio planetarium tour allowing us to hear the symphony in our stars. [bttoronto.ca/videos/the-uni...](http://bttoronto.ca/videos/the-uni...)

**BT BREAKFAST TELEVISION** WWW.BREAKFASTTELEVISION.CA  
AR WHITE ROSES TO THE GRAMMYS TO SUPPORT #TIMESUP CAMPAIGN SOURCES 5/7:23 AM

Matt Russo, Kevin Frankish, Breakfast Television Toronto and 4 others

# SUCCESS!

U of T Arts & Science and 2 others liked



**Dunlap Institute** @DunlapInstitute · Jan 26

Due to popular demand we have added a new date the "Our Musical Universe" planetarium show on July 29th, grab your tickets now, shows are selling out fast! [universe.utoronto.ca/planetarium-sh...](http://universe.utoronto.ca/planetarium-sh...) @UofT @astromatrusso



2



7



University of Toronto liked



**Matt Russo** @astromatrusso · Jan 26

Replying to @UofT @Sioflynn and 2 others

And we adding even more dates! Thanks for having me @metromorning, what an amazing host and crew!



1



4



University of Toronto

@UofT

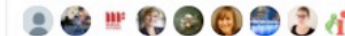
Follow

Due to popular demand @DunlapInstitute has added a new date for the "Our Musical Universe" planetarium show at #UofT on Jan 29. Tickets still available but selling fast on Feb 3, Feb 13 and Feb 23! Grab yours now  [universe.utoronto.ca/planetarium-sh...](http://universe.utoronto.ca/planetarium-sh...)



11:44 AM - 26 Jan 2018

13 Retweets 26 Likes



Matt Russo, Dunlap Institute, U of T Arts & Science and 7 others

# THE BIG PICTURE

- Great stories are worth sharing with everyone
- Working across teams to amplify the story and university's priorities
- UTC's unique position





**THANK YOU!**