Communicating Beyond Journals and Your Peers: Conveying Your Message for a Non-Expert Audience

Monday April 11**, 8:00am – 11:00am
Kellogg Center, Corniche Room
(Registration at 8:00am; program begins at 8:30am)

**This program was originally scheduled for March 30th. Please note that the date and location have changed.

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Scientists, scholars and researchers contribute significantly to solving the world’s most pressing problems, but there is increasing need for clear explanations as to why this work matters. Explaining this in language that is compelling and understandable leads to a more engaged and informed public that will make better personal, policy, and funding decisions. Evidence shows that effective research communications:

- Increases citations;
- Boosts scientific impact;
- Enhances stature and reputation among peers and students;
- Helps attract federal and private funding;
- Helps create collaborative opportunities;
- Helps find and recruit postdocs and grad students; and,
- Counters public misperception on issues including GMOs, vaccinations and climate change, to name a few.

In this workshop, the presenters will:

- Identify the “why your research/information matters” nugget that really resonates;
- Learn to break down and articulate your research/information through key messages;
- Learn why writing in common language is not “dumbing down” but rather translating for a broad audience;
- Learn ways you can begin to communicate and promote your research/information through op-eds, explainers and social media, including tips on how to write for these mediums;
- Discuss the media, why the media isn’t always scary, and how journalists need you and your expertise;
- Share success stories; and,
- Learn how CABS can help you communicate and promote.
Please come to the workshop prepared to discuss and work on research or information you’d like to communicate to the public, including the media. This could be a new paper you’d like to promote to the media, or a subject in which you’d like to write an opinion piece.

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