Program E: Communicating Beyond Journals and Peers: A Hands-on Workshop

Tuesday, May 10, 9:00am - 12:00pm
MSU Union, Lake Ontario Room
(Registration at 8:45am; program begins at 9:00am)

Light breakfast and lunch included

Speakers:
Kent Cassella, Associate VP for Communications and Senior PR Strategist, CABS
Kim Ward, Senior Communications Manager, CABS
and a panel of MSU faculty

Intended Audience and Eligibility:
MSU Faculty

Scholars have a tremendous amount to contribute to solving the world’s most pressing problems, but researchers often struggle to explain why it matters to outside audiences. There are practical reasons why it makes sense for researchers to explain their work in language that is compelling and understandable to the public. A more engaged, informed public will make better personal, policy, and funding decisions.

Evidence shows that communicating can also reap the following benefits:

- Increases scholarly metrics, such as citations and h-index and boosts scientific impact;
- Enhances stature and reputation among peers and students;
- Helps attract private funding, create collaborative opportunities, and recruit post-docs and grad students;
- Counters public misperception on issues including GMOs, vaccinations & climate change;
- Helps to maintain public support for research funding at the national and state level.
In this workshop, the speakers will:

- Clarify how to break down research into key messages;
- Assist faculty in how to make the case for the importance of their research;
- Explain why you need to use "shared language" and limit use of jargon;
- Discuss ways you can communicate and promote your research/information through op eds, explainers and social media, including tips on how to write for these media;
- Discuss the news media, why it isn’t always scary, and how journalists need you and your expertise;
- Learn how CABS can help you communicate and promote your work.

This workshop is co-sponsored by Communications and Brand Strategy (CABS) and F&OD.