

The Public Engagement Project

A Rutgers initiative training academics for reaching broader audiences

Organizing Committee: Deborah Carr (Sociology-SAS), chair; Mary Chayko (School of Communication and Information); Jocelyn Crowley (Edward J. Bloustein School of Planning and Public Policy); Angelique Haugerud (Anthropology-SAS); Kim Manning (VP for University Communications and Marketing); Peter J. McDonough, Jr. (Senior Vice President for External Affairs); Arlene Stein (Sociology-SAS); Greg Trevor (Senior Director, University News and Media Relations); Marlie Wasserman (Rutgers University Press); Virginia Yans (History-SAS).

Sponsorship: Rutgers New Brunswick Chancellor's Office.

The **Rutgers Public Engagement Project** (PEP) provides **skills-training** for Rutgers social science and humanities graduate students and faculty who wish to write for broader audiences (blogging, op-eds, magazine articles, general interest books), to share their work with the mass media, or communicate their research findings with policy makers. Relying on teams of professional media trainers, and members of the Rutgers community with relevant expertise, it runs a series of panels and workshops addressing issues from writing and placing editorials in high-visibility publications to media training for academics.

Five **panels** will be held during Spring 2016: (1) Attracting Media Coverage of Your Work; (2) Communicating with the Mass Media: On-Air and In Print; (3) Writing Books for General Audiences; (4) Developing an Online Presence: Websites, Social Media, and Blogging for Academics; and (5) Communicating With Policy Makers: How Research Can Forge Social Change. These events are open to all Rutgers faculty, staff and students, and will feature both Rutgers-affiliated and outside speakers.

A second series of **workshops** will be held in Fall 2016. These specialized workshops will be open to a limited number of Rutgers graduate student and faculty applicants interested in receiving intensive hands-on training in small group settings. Professional moderators will address a range of practical concerns in connecting academics with broader publics.

For more information and to register for our events, visit <http://rupep.weebly.com>.

Spring 2016 panel schedule

Panel I: Attracting Media Coverage of Your Research: A Conversation Among Rutgers Faculty and Communications Professionals

Many Rutgers faculty members are regularly featured in the media – ranging from the *Star Ledger* to the *Today Show*. But how did they attract this attention? How can Rutgers faculty rely on the know-how and resources of University media relations to help spread the word about their research? And how can University media relations rely on the expertise of Rutgers faculty to help raise the visibility of the University? What are the components of an effective news release? Rutgers media professionals and faculty members regularly featured in the media will share their tips on how to be an effective communicator in a climate where competition for ink and air time is intense.

Moderator:

- Deborah Carr (session co-organizer), Professor of Sociology, School of Arts and Sciences

Time and location:

Thursday, January 28, 2016
4:30pm - 6:30 pm

Panelists:

- Robin Lally, Senior Public Relations Specialist and Science Communicator, University News and Media Relations
- Sarah McMahon, Assistant Professor, School of Social Work; Associate Director, Center on Violence Against Women and Children
- David Robinson, Professor of Geography, School of Arts and Sciences, New Jersey State Climatologist
- Greg Trevor (session co-organizer), Senior Director, University News and Media Relations

Alexander Library
Teleconference Lecture Hall, Floor 4

Please register your attendance [here](#).

Panel II: Communicating with the Mass Media: On Air and In Print

Rutgers faculty and students are doing fascinating work, with many of their studies capturing national interest. What are the most effective ways to convey our research ideas to newspaper, radio, and television reporters, once you've captured their initial attention? What are the biggest mistakes that academics make when sharing their research with the general public? What's the first thing we should do when we get a call or email query from the media? This panel will feature seasoned journalists who can share tips about the missteps academics may make when sharing their work with broad audiences, as well as Rutgers faculty with expertise in communicating with the media.

Moderator:

- Jocelyn Elise Crowley (session organizer), Professor of Public Policy, Edward J. Bloustein School of Planning and Public Policy

Panelists:

- Alan Colmes, Host, The Alan Colmes Show
- Jon Costantino, Producer, The Alan Colmes Show
- Charlotte Markey, Professor of Psychology, Rutgers University-Camden
- Debbie Walsh, Director, Center for American Women and Politics (CAWP), Eagleton Institute of Politics
- Cliff Zukin, Professor of Public Policy and Political Science, Edward J. Bloustein School of Planning and Public Policy

Time and location:

Friday, February 5, 2016
10am - 11.30am

Alexander Library
Teleconference Lecture Hall, Floor 4

Please register your attendance [here](#).

Panel III: Writing Books for General Audiences

Academic journals and conferences are venues for specialist works by and for experts, engaging scholars in the ongoing quest to produce knowledge. But much of the research we do, if framed more broadly and written more engagingly, can appeal to audiences beyond the academy. In this session we consider how "crossover" academic books can engage general readers, and we offer a series of general tips on writing and publishing such books.

Moderator:

- Angeline Haugerud (session co-organizer), Professor of Anthropology, School of Arts and Sciences

Panelists:

- Seth Koven, Professor of History, School of Arts and Sciences
- Arlene Stein (session co-organizer), Professor of Sociology, School of Arts and Sciences
- Wendy Strothman, Wendy Strothman Agency
- Marlie Wasserman (session co-organizer), Director, Rutgers University Press

Time and location:

Friday, March 4, 2016
2pm - 4pm

Alexander Library
Teleconference Lecture Hall, Floor 4

Please register your attendance [here](#).

Panel IV: Developing an Online Presence: Websites, Social Media, and Blogging for Academics

This session will provide an overview of ways to show who you are, and to share your research with a general audience through media like websites, blogs, Instagram, and Twitter. Faculty members who have successful online presences will share their tips and advice for both novice and seasoned scholars. A follow-up session, held in Fall 2016, will focus in-depth on the practice of using these media sources with a full session dedicated to blogging; the second session will be held for a small group of applicants.

Moderator:

- Virginia Yans (session co-organizer), Professor of History, School of Arts and Sciences

Panelists:

- Mary Chayko (session co-organizer), Teaching Professor of Communication and Information, School of Communication and Information (SC&I), and author of *Superconnected: The Internet, Digital Media, and Techno-social Life*
- Jessie Daniels, Professor of Sociology, Hunter College and the Graduate Center-City University of New York, and co-author of *Being a Scholar in the Digital Era*
- James Livingston, Professor of History, School of Arts and Sciences
- Joyce Valenza, Assistant Teaching Professor, School of Communication and Information (SC&I), and co-author of *Social Media Curation*

Time and location:

Friday, April 15, 2016
1pm - 3pm

Alexander Library
Teleconference Lecture Hall, Floor 4

Please register your attendance [here](#).

Panel V: Communicating With Policy Makers: How Research Can Forge Social Change

Scholars often lament that their work is read only by other scholars, and is not reaching policy makers, practitioners, or others who can institute real social change. This workshop will feature a panel of experts who can help scholars share their research findings and expertise with policy makers. Specific foci will include tips for giving effective expert testimonies to legislators, and building productive collaborative relationships with policy makers.

Moderator:

- Peter McDonough Jr. (session organizer), Senior VP, External Affairs

Panelists:

- TBA

Time and location:

Thursday, May 5, 2016
4.30pm - 6.00pm

Livingston Student Center
Room 202 ABC

Please register your attendance [here](#).