PUBLIC COMMUNICATION FOR RESEARCHERS

A workshop on effective communication and media relations for Duke researchers. Sponsored by the Office of News and Communications (ONC)

9 – 11 a.m., Friday, April 18 (coffee at 8:30)
Classroom 4, MDB Trent Semans Center for Medical Education

“The Public” – taxpayers, policy makers and pundits – generally don’t speak your language. But they DO have a powerful influence over your work. Your point of contact with the public is often the news media -- How well can you get your message across?

In this half-day workshop, we’ll share some tips to help you communicate your work more effectively with a variety of audiences, and introduce you to resources in Duke’s news office that can help you get your messages out.

Effective communication can help you find great students and colleagues, earn higher marks on your grant applications and advance your academic career. It also advances Duke’s mission of “knowledge in service to society.”

A two-hour investment of your time can pay dividends for years.

The workshop will include a hands-on, active learning exercise, so please bring writing materials or a laptop, but we’ll also supply markers and crayons.

RSVP to sakiya.lockett@duke.edu by April 1, 2014.

Instructors:

Karl Leif Bates - Director of Research Communications, ONC
David Jarmul – Associate Vice President, News & Communications
Robin Smith Ph.D. - Communications Manager, National Evolutionary Synthesis Center (NESCent) and Duke Lemur Center
Erin Weeks - Science Writer, ONC