Join this four-session sequence in which you will learn best practices for sharing your research with the media and a general audience. Public outreach is often a first step in broadening the impact of your research, a requirement of many federal agencies and an area seeing increased emphasis with the National Science Foundation. Through the sessions you will gain an understanding of how and why to share your research, best practices that will help you achieve impact immediately and lessons on how to avoid the pitfalls that others have encountered along the way.

NCFDD Webinar: Media Interviews and Relationship Building*
Feb. 22, 2022 | 1:00 pm - 2:00pm | Register Here
This webinar is perfect for scholars who are looking to do more media work and want advice on how to prepare for interviews and build relationships with members of the media. Participants will learn how to respond when a journalist calls, communicate their research in a clear and effective manner, identify what reporters are looking for in interviews with scholars, maintain media relationships, and build on previous media work.

NCFDD Webinar: Pivot to Public Writing*
March 15, 2022 | 1:00-2:00 | Register Here
Dr. Anthony Ocampo will discuss how faculty can produce public writing that connects with broader audiences within and outside of academia. Structured like a fireside chat, Dr. Ocampo will share his journey by discussing why he wanted to engage in and produce public writing. In addition, he will address some of the challenges, risks, and rewards of this work, and he will offer advice to scholars who are interested in pivoting to public writing.

NCFDD Webinar: How to Translate Your Research for a General Audience*
April 19, 2022 | 1:00-2:00 | Register Here
This session will be focused on translating your research for a general audience online and how to best utilize digital media strategies to bring your research to a wider audience. The webinar will include practical tips and insights from working in educational digital media. Topics covered will include: 1) Using online platforms and social media to spread the word about your work, 2) Creating videos, op-eds, articles, podcasts, etc. that entertain while educating, and 3) How to effectively write for a wide range of non-specialist viewers outside your area of expertise.

UTSA Hybrid Panel: Broadening Your Research Impact at UTSA
April 27, 2022 | 1:00-2:00 | Location: TBD | Register Here
Sharing the outcomes of your research with the media is often an important step in the broader or societal impacts of your work. This session will focus on best practices in sharing your research with a public audience from those who have done it at UTSA and those who have helped. Join us to learn more about what works, what resources are available, what lessons were learned along the way in engaging the public with your research. Panelists will offer a brief overview of their own experiences before the moderator engages them with questions. Questions from the audience are encouraged.