

TELL YOUR STORY **WITH IMPACT**

Communicating Beyond Journals and Peers

Academic Public Communication and Reputation Initiative

As a scientist, scholar or researcher, you help solve the world's most pressing problems. Yours is the trusted voice of reason. But to truly impact others, your voice needs to be more broadly heard.

MSU Provost June Youatt and [Stephen Hsu](#), vice president for research and graduate studies support a collaborative initiative headed by **Communications and Brand Strategy**, MSU's central public relations and marketing office, to help you explain your work in language that is compelling and understandable to the public.

Evidence shows that communicating publicly can reap the following benefits:

- Increases scholarly metrics
- Enhances stature and reputation
- Counters public misperception on controversial issues
- Helps maintain public support for research funding
- Helps attract private funding and satisfy public funding outreach requirements
- Creates collaborative opportunities
- Increases postdocs and grad student recruitment

Communications Toolkit for Academics

Looking for communications resources? Visit the **Communications Toolkit for Academics** at cabs.msu.edu/communications-toolkit-for-academics. Information is available on communications strategy, tips for working with the media, how to submit an idea to The Conversation and more. Also, subscribe to our monthly e-newsletter, **REACH**, and join us on Facebook in the **MSU Academic Communications Group**.

You can also learn about and sign up for a communications workshop where you'll learn the foundations needed to communicate your research and scholarly work in a succinct and public manner.

Fall 2017 Communications Workshops

Thursday, Sept. 21, 9am - Noon

Thursday, Oct. 12, 9am - Noon

Monday, Nov. 20, 1 - 4pm

Friday, Dec. 1, 9am - Noon

Additional workshops will be held during the 2017-2018 academic year - keep checking the website for details.



Communications and Brand Strategy at Michigan State University

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