



NJ acts

NJ ACTS Special Populations Core 2022 Seminar Series:

Working with the News Media

Tuesday, February 1, 2022

Zoom 12:00pm -1:00pm ET

Media coverage is essential to the public's understanding of the mission of Rutgers and the value the institution delivers to the state, nation and world as a comprehensive public research University. It can strengthen the University's and your reputation and effectively communicate its messages and the value of its work with key audiences, including prospective students and faculty, funders, alumni, taxpayers, patients, legislators, policymakers and others. Often, the news media will want to speak with faculty about their research and findings, initiatives, expertise or commentary on news of the day, and more. Media training helps faculty, administrators and others to anticipate media questions, avoid common traps and confidently deliver their messaging.

Presented By:

Megan Schumann

Senior Public Relations Specialist, R-Comm
and

Patti Verbanas

R-Comm Assistant Director, Public & Media Relations,
Health Affairs/Rutgers Biomedical and Health Services

Zoom Meeting:

<https://go.rutgers.edu/n7a9nndl>

