

## Public Communication Course for Early-Career Education Researchers

# Learning the Ropes

**Application Deadline: December 15, 2008**

The American Educational Research Association (AERA) and the Hechinger Institute on Education and the Media, Teachers College, Columbia University, are pleased to offer for the second consecutive year a professional development course on public communication for education researchers. It will take place on April 17 and 18, 2009, aligned with the 2009 AERA Annual Meeting. This course aims to help 25 early-career education researchers develop the knowledge and skills needed for effective public communication and use of the media in conveying research beyond research audiences. Guided by professional journalists and researchers who are media savvy, the course focuses on core topics such as how to think about audience, public engagement, how ideas travel, new media formats, changes in the news industry, the role of media in communicating researchers' work, and challenges and issues involved in writing for public communication. The course also provides tips on how to respond to media calls and handle interviews for radio or television broadcasting. A key part of this course is a component on writing op-eds for various publications, including local and national newspapers as well as research and education publications such as *Education Week* and *The Chronicle of Higher Education*.

Accepted applicants are required to prepare in advance a draft research-based op-ed that will be examined, critiqued, and rewritten as part of the course training and course completion. The deadline for these draft op-eds is March 1, 2009. Those accepted into the course will receive background materials in advance to help in writing the initial op-ed article. Mentoring is offered for the following year to those seeking continuing guidance, with additional op-eds beyond the one article expected to be completed during or shortly after the course.

This course, part of the Association's Program in Professional Development and Training, is a collaborative project between AERA and the Hechinger Institute. It is made possible again through grant support from the Spencer Foundation.

### Course Directors

- Richard Lee Colvin, Teachers College, Columbia University, *Director, The Hechinger Institute on Education and the Media*
- Felice J. Levine, *Executive Director, American Educational Research Association*

### Dates

Friday, April 17, 2009: 8:00 a.m. to 5:30 p.m. (breakfast and lunch), 7:00 p.m. to 9:00 p.m. (dinner)  
Saturday, April 18, 2009: 7:30 a.m. to 11:00 a.m. (breakfast)

### Location

San Diego, California, AERA Annual Meeting Site

### Eligibility and Support

The course is directed to early-career scholars who are within 6 years of having earned their doctorate degree by the application deadline. Applicants need to have built an area of knowledge and expertise in education research as indicated by research publications. There are no fees for this course. To get the most educational value from the course, accepted participants must meet several requirements in order to be reimbursed for one night's lodging and meals for the duration of the course. Applicants must submit a draft op-ed piece by March 1, revise it during and after the course, and attend all sessions. Only applicants who can meet all of these requirements should apply.

### Application Deadline

December 15, 2008. Interested early career researchers must complete the application form available on the AERA website, [www.aera.net](http://www.aera.net). Please direct questions to [profdevel@aera.net](mailto:profdevel@aera.net).

### Notification of Selection

January 15, 2009, by e-mail