A Communications and Media Tutorial for Engineers and Researchers

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Seminar on April 17 at 11:00 am in 2004 Black

Abstract
In this digital age, communications efforts have become an important part of the strategic plan for many universities, companies, governmental agencies, and other organizations. While some of these organizations may have a dedicated communications/media/public relations (PR) person or team, anyone can become their own PR person just by using the standard tools available on a smartphone or computer. This seminar will cover basic tips and tricks for managing a website, effectively using social media, shooting engaging photos and video, handling media interviews/requests, and other aspects related to media and communications. Not only will this tutorial provide students with a better sense of how to handle these responsibilities on their own, it will also help them to effectively and efficiently provide internal and external media professionals with what they need. Interesting research is taking place at universities and institutes all over the country but with all of the other things going on these stories are often never told, so with the basic skills covered in this seminar students will be able to promote their research and share it with the world without the need for a traditional journalist or someone else with a communications/PR background.

Nick Fetty holds a BA and MA in journalism from the University of Iowa. After completing his BA he worked as a sports reporter for the Iowa City Press-Citizen newspaper. While in graduate school he continued to freelance news stories - sometimes covering UI research - for the Press-Citizen and also handled communications for the UI’s Center for Global and Regional Environmental Research and for the Intensively Managed Landscapes region of NSF’s Critical Zone Observatory project. He joined Iowa State’s Department of Mechanical Engineering as the communications specialist in August 2016. He currently works for Engineering College Relations (within the College of Engineering) covering the Departments of Mechanical Engineering and Industrial & Manufacturing Systems Engineering.

This seminar counts towards the ME 600 seminar requirement for Mechanical Engineering graduate students.

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