March 2017 Preview Clips

# KL: Katie Linder

# [intro music]

# Segment 1:

# KL: Hello R.I.A listeners! Can you believe that this month we’re posting our 52ndepisode?

# Next month, on April 11, is our official anniversary of one year of posting weekly episodes of our podcasts. We’re planning a special anniversary episode, and to help us prepare, I hope you’ll help us with two things: first, please tell us via Twitter at RIA\_podcast, or via our voicemail line, at 541-737-1111, or via email at RIApodcast@oregonstate.edu, what you like about the show. Do you have a favorite episode? And what do you want to hear us talk more about? Who should we be interviewing? We’d love to get your feedback. Second, please rate us, or leave a review, in iTunes. When you rate, you choose a star rating, and when you review you write a sentence or two about the show. Rating and reviewing can be done together, or you can just offer a rating if that’s easiest. Ratings on iTunes, even if that isn’t your primary listening platform, are currently the best way to spread the word about the show, and help the show be more easily found in searches for podcasts on research for higher education.

# Thanks in advance for helping us out with these two things. We’re also celebrating our one-year anniversary with a special themed month of episodes on researchers who have received a lot of media attention. These episodes were a ton of fun to record, and I’m excited to share them with you this month.

# On episode 49, I’m joined by Dr. Therese Huston, a cognitive scientist at Seattle University and the author of “How Women Decide.” On this episode, Therese shares some of the findings about her research on gender and decision-making, and also discusses the experience of having her book reviewed in The New York Times. Here’s a short clip:

**TH:** I got an email indicating that they were going to review it for The New York Times, and that was exciting, but then there was the momentary panic of, wait, oh! Who’s going to review it? They don’t tell you that. [*laughs*] And so there was, you know, my agent, I have a literary agent, she was trying to lower my expectations with The New York Times review. She said okay, now they could assign this to a retired, wealthy white guy who, who has never thought about these issues, and we need to be ready for it to be a really scathing review. It turned out that that’s not what happened at all. It ended up being a very positive review, and I was relieved by that, but it’s interesting. You’ve got to kind of brace yourself for the worst, because the whole point of why The New York Times was such an exciting place to be reviewed is it’s not a given that it’s going to be a good review.

**KL**: Therese’s episode also has a great bonus clip, when she talks about how she came to work with a literary agent, so make sure to listen to that as well. On episode 50, I’m joined by Dr. Chris Goldfinger, Professor of Geology and Geophysics at Oregon State University. In this episode, Chris shares his experiences with the media, after his research was featured in a New Yorker article that went viral. Here’s a short clip from the episode:

**CG:** Over the years, I, and lots of other people, there are probably maybe two dozen people who are working on this same problem in Cascadia, we’ve all participated in a series of documentaries, there are probably about seven or eight of them. Discovery Channel, Discovery Canada, NOVA, National Geographic, and my thought two years ago was that, or a year ago, was that this was all pretty much out there, everybody had seen it already, and I didn’t really expect anything of the New Yorker article at all, this was just, there was no new, really no new information in that article that hadn’t been seen before. So I really wasn’t expecting anything to happen in particular.

**KL:** On episode 51, I’m joined by Dr. Sara Goldrick-Rab, a professor of higher education policy and sociology at Temple University in Philadelphia, the author of “Paying the Price,” and the co-author of “Reinventing Financial Aid: Charting a New Course to College Availability.” In this episode, Sara shares about how she plans for disseminating her research to a diverse range of media outlets. Here’s a short clip:

**SG:** I think about dissemination and the communication strategy from the beginning, because my interest in any research project has to do with a problem that has to be addressed. So what’s the point, as far as I’m concerned, of doing research that I’m not going to be able to effectively communicate later?

**KL:** This episode with Sara also has a great bonus clip where she discusses making your own luck with research, so make sure to take a listen to that also. On episode 52, I chat with Kevin Anselmo, the founder of Experiential Communications and the author of “Maximize Your Impact: How Academics Can Communicate Knowledge Through Traditional and Digital Media.” In this episode, Kevin shares concrete strategies that academic researchers can use to prepare themselves for media interviews. Here’s a short clip:

**KA:** And it strikes me as strange, frankly, that a lot of professors, a lot of people from any industry, really, go into media interviews without doing any prep. And, you know, just taking, having a one page document about the three key points you want to make, and then talking about the related, perhaps it’s the statistics, it’s not always be a statistics, stories. Stories, obviously, work really, really well. The kind of different sound bites, kind of the different punchy, succinct kind of claims that you want to make. But having a one pager in advance, and having those talking points in your mind really goes a long way.

**KL:** Kevin’s episode also has a great bonus clip, where he shares an example of a shy researcher engaging with the media, so take a listen to that also. I hope you’ve enjoyed hearing some clips from upcoming episodes of Research in Action. I’m Katie Linder, thanks so much for listening.

Show notes with information regarding topics discussed in each episode, as well as the transcript for each episode, can be found at the *Research in Action* website at [ecampus.oregonstate.edu/podcast](http://www.ecampus.oregonstate.edu/podcast).

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