



Professional Development Workshops

Sharing Your Expertise: Media & Op-Ed Training

Thursday, October 17, 2019

1:00—3:00pm

Portland, Oregon: Embassy Suites Washington Square

Miriam Boeri, PhD



Miriam Boeri is an applied sociologist committed to using her research to make the world a little better for the people she studies. With over 20 years of ethnographic studies on drug user environments, she is author of numerous journal articles and two books, including *Hurt: Chronicles of the Drug War Generation* and *Women on Ice: Methamphetamine Use among Suburban Women*. She started writing for media sources five years ago to share her expertise on drug user perspectives, with her article "Why are Politicians Still Referring to Marijuana as a Gateway Drug?" gaining national media attention. Now an Associate Professor at Bentley University, Miriam is a member of the Scholars Strategy Network, based on Cambridge, Massachusetts, which helps to connect journalists and policy makers with researchers. Her new book, *Inside Ethnography: Researchers Reflect on the Challenges of Reaching Hidden Populations*, will be published in November 2019.

This workshop is for scholars who are looking to:

- (1) join a national network of scholars connecting to the media
- (2) build relationships with members of the media, and/or
- (3) learn how write Op-Eds that get published

In the first part of the workshop we will connect with Scholars Strategy Network staff via Zoom and review their national training workshop materials, developed to hone media skills.

The Op-Ed part of the workshop is a hands-on training for scholars who want to learn how to write and pitch a compelling, research-based Op-Ed. Participants will learn how to craft a good lede, identify and incorporate timely news hooks, and signal the author's unique and relevant expertise.

The workshop is great for all scholars, whether you've done media and/or Op-Ed work before or are just starting to think about public engagement in this way.

Come prepared with an idea for an Op-Ed and walk away with a plan for the piece!

REGISTRATION FEE: \$25/person or \$75 for 5 organization/company members. Free for conference attendees. A post-workshop networking reception will be held on site, with food included in the registration cost.