Communicating thought leadership –
(or making known what you think, believe and why it’s important)
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Totalitarian ideologies
Sinister
Negative and controlling
Sheep & shepherds?

Engaging with the media & sharing thoughts
4Ws&H

Why do it?
When to do it?
How to do it?
What to do and what not to do?
Where to do it?
Why do it?

• Gaining voice
• Sharing your knowledge widely
• Widely known for particular thoughts, views and areas of knowledge
• Representing and enhancing your discipline
• Enhancing reputation – university, to peers, students and prospective students, your own

• ‘growing strawberries with rhubarb entirely (without) manure’

• Moral imperatives
Engaging with the media...

• **When to do it?**
  - Thinking
  - Sharing
  - Thinking hard!

• **How to do it?**
  - Pragmatism
  - Be comfortable
What to do and what not to do?

• **WASH!**
  • Write about what you know about (normally!)
  • Always be prepared
  • Say it simply
  • Have a core message to get across and break it down into two or three things you want to say

• **Be BAD!**
  • Beware of journalists
  • Adopt a think skin
  • Don’t miss an opportunity

Some examples:
http://www.communitycare.co.uk/2010/05/11/social-work-courses-may-face-axe-as-inspections-go-public/
http://www.huffingtonpost.co.uk/professor-jonathan-parker/the-riots-the-pms-speech-_b_927613.html