

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?

- **G**aining voice
 - **S**haring your knowledge widely
 - **W**idely known for particular thoughts, views and areas of knowledge
 - **R**epresenting and enhancing your discipline
 - **E**nhancing reputation – university, to peers, students and prospective students, your own
 - **M**oral imperatives
- *‘growing strawberries with rhubarb entirely (without) manure’*

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 thick 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

<http://www.theguardian.com/social-care-network/2014/aug/19/social-work-myanmar-burma-model>

