

APSA 2025 Short Course

Media Mastery for Scholars

Half-Day Workshop · 9:00 AM – 1:00 PM · Vancouver, Canada

Facilitator: Nanda Dyssou, Founder & Lead Publicist, Coriolis Company

Coriolis is the only U.S. publicity firm dedicated to helping BIPOC, LGBTQ+, and marginalized academics bring their work to the public. www.corioliscompany.com

Welcome

Today's Goals:

- Distill your research into clear, media-ready messages
 - Learn how to adapt for different platforms
 - Practice responding to challenging questions
 - Build skills in storytelling and audience connection
 - Leave with 3 next steps for your public profile
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Section 1: Your Anchor Message

What it is: Two sentences that explain what you study and why it matters *now*.

Examples:

- “AI isn’t neutral. It reflects the beliefs of those who input its data. If we want fairer systems, we need to fix the humans behind them.” (Meredith Broussard)
- “The logic of prison control starts in childhood. We’re taught to obey before we even realize it.” (Brittany Friedman)
- “My grandmother’s Mexican restaurant in LA wasn’t just serving food, it was building a community and reshaping the city.” (Natalia Molina)

My Anchor Message (Draft):

Section 2: Adapting for Media Platforms

Prompt: Rework your anchor message for two different outlets.

Platform 1 (e.g. Print):

Platform 2 (e.g. TV, Podcast, YouTube):

Section 3: Case Studies in Public Scholarship

Lessons Learned:

- What makes academic work newsworthy?
- How do you avoid common pitfalls?

Notes for my own project:

Section 4: Marginalized Voices in Public Spaces

Barriers I face, e.g.

BIPOC · LGBTQ+ · Immigrant · Early Career · Other:

Reframing Strategy I can use:

Practice Question (Hostile/Challenging):

Q: _____

A: _____

Section 5: Connecting with Audiences

Storytelling Tools:

- **Narrative Arc** (character, conflict, resolution)
- **Moral Urgency** (what's at stake)
- **Personal Entry Point** (why I care)

My 30-second Soundbite:

Section 6: Long-Term Visibility

Potential Partners for Getting My Work in the Media:

(University, press, associations, community orgs)

Section 7: Action Planning

Write 3 concrete steps you'll take in the next month.

1.

2.

3.

Ideas: draft/refine anchor message · adapt it for 2+ platforms · pitch a podcast · write an op-ed · coordinate with university press office · build expert profile · sign up for Coriolis newsletter ☺

Closing

Reflections:

What did I learn about the media or discover about myself today that surprised me?

How do I feel about sharing my research with broader audiences?

Stay Connected with Coriolis

- **Consultations:** Strategic, one-on-one sessions to refine your publicity plan
- **Media Training Intensives:** Practice for TV, radio, podcasts, and more
- **Campaigns:** Full-service book and platform publicity for academics
- **Brains Uncorked:** A public lecture series for scholars to test their ideas live