



why do engineers need media relations?

Telling the story of the Ira A. Fulton Schools of Engineering—the story of *your* pursuits, challenges and achievements—is critical to building your reputation and that of the schools.

That reputation, in turn, is critical to success in student recruitment and retention, support for education and research endeavors, job opportunities for graduates and career advancement for faculty.

We're here to help you build the stage and draw an audience into the theater, to help tell the story of the value and impact of your contributions to the Fulton Schools of Engineering—and to get that story out to the ASU community, Arizona, the nation and beyond through the news media and other communications outlets.

Doing engineering without media relations is like acting on a stage in an empty theater. You may be performing brilliantly, but no one ever knows about it.

contact

Joe Kullman
Media Relations Officer/Communications
Ira A. Fulton Schools of Engineering
Arizona State University
engineering.asu.edu
Office: 480-965-8122
Mobile: 480-773-1364
joe.kullman@asu.edu

Is your work ready for prime-time news?

Out in the world beyond the university, engineers are competing for attention with photogenic celebrities, wildly popular entertainers, famous athletes and hot-button social issues. To capture the attention of news media, and a public exposed each day to more information and entertainment than ever, the messages we communicate must answer a pivotal question: Why should people care?

So what makes an engineering story worth telling?

impact: Why does this matter? Who or what does the story impact? The more people or things affected by the news, or potentially impacted, the better the story. Is this about something a large number of people can relate to in their daily lives?

timeliness: Is what you have to report currently a hot topic? Does it relate to issues, conflicts and public concerns that are making headlines or are regularly reported on by the news media?

visuals: Are there good visuals—interesting photographs, illustrations or videos—that can help tell the story and explain the news and its impact?

novelty: Something new and different, unexpected, off-beat or out of the ordinary can make a good story even if the news is not about a high-impact topic.

human interest: A story with a good plot, an intriguing back story, interesting characters or a big mystery that gets solved will draw readers.

accessibility: Can we tell the story in a compelling fashion and in jargon-free language that is accessible to an audience beyond the engineering and academic community?

Media relations helps you tell your story effectively, and finds the best ways of reaching the audiences you most want to hear that story.