

**PLENARY SESSION: SCHOLARSHIP: BUILDING YOUR RELATIONSHIPS AND DISTRIBUTING YOUR IDEAS**

PERSPECTIVES ON GETTING YOUR IDEAS OUT THERE (brief outline)

Naomi Cahn, GWU Law School<sup>1</sup>

*Part I: Defining the Goals of Distributing your Ideas*

1. Who is your audience?
  - a) Colleagues at your school
  - b) Colleagues at other schools
    - (i) In your "home" discipline[s]?
    - (ii) In other disciplines
    - (iii) Nonlaw school academics?
  - c) Students/law review editors
  - d) alumni/donors
  - e) Media - ranging from print to local to national tv to documentarians, etc.
  - f) Policymakers
  - g) Practitioners
  - h) General public
  - i) Other?
2. What is your purpose in disseminating your ideas?
  - a) Get published?
  - b) Law reform
  - c) Other?

*Part II: How can you reach those goals?*

3. Formats for idea dissemination
  - a) Articles
  - b) Books
  - c) Blogs
  - d) Casebooks
  - e) briefs
  - f) Etc.

*Part III: Reaching Out and Building Relationships*

4. Academic audiences
  - a) Conferences!
    - i) At other institutions

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<sup>1</sup> [ncahn@law.gwu.edu](mailto:ncahn@law.gwu.edu). This is an updated version of an outline originally co-authored with Elizabeth Field, the GW Law School Director of Strategic Communications and Marketing, [efield@law.gwu.edu](mailto:efield@law.gwu.edu).

- ii) Make-your-own: work on creating symposia at your law school
  - b) Distributing reprints
    - i) Hard copies
    - ii) Law school/personal website
    - iii) AALS newsletters, etc.
  - c) Blogs and other social media (see below)
  - d) SSRN
  - e) Institutional Repository (e.g., Digital Commons, [http://digitalcommons.bepress.com/subscriber\\_gallery/](http://digitalcommons.bepress.com/subscriber_gallery/))
5. Social Media Consumers: Facebook, Twitter, LinkedIn, blogs, Instagram, etc.
- a) LOTS of advice - for example, the Online Academic has a 5-part guide for using Twitter, <https://onlineacademic.wordpress.com/social-media-for-academics/twitter-for-academics/><https://www.timeshighereducation.com/blog/weird-and-wonderful-world-academic-twitter>, or here's *10 Things about Twitter for Academics*, <http://justpublics365.commons.gc.cuny.edu/06/2014/10-things-twitter-academics/>
  - b) to maximize times that your article will be found by search engines, see *Optimizing Your Article for Search Engines*, <https://authorservices.wiley.com/bauthor/seo.asp>
  - c) Review on Jotwell (<http://jotwell.com/>), etc.
6. Law review editors
- a) ExpressO (law school subscription?)
  - b) Scholastica (law school subscription?)
  - c) Not all law reviews accept submissions through ExpressO or Scholastica. For tracking article submission and other information, see Allen Rostron & Nancy Levit, *Information for Submitting Articles to Law Reviews & Journals* (January 26, 2018). Available at SSRN: <https://ssrn.com/abstract=1019029> or <http://dx.doi.org/10.2139/ssrn.1019029>
7. Media: Become a "Faculty Expert" for Media Inquiries
- a) Work with your media relations office (if you have one!)
  - b) Get media trained and practice, practice, practice!

- c) Craft that elevator pitch for your ideas (e.g., <https://hbr.org/2014/12/your-elevator-pitch-needs-an-elevator-pitch>)
- d) Develop strong relationships with your hometown newspaper
- e) Develop relationships with reporters and read/follow the news you want to be a part of
- f) Provide background context to reporters but not "off the record content or opinions"
- g) Know your options when working with reporters - you don't always have to answer the questions they ask
- h) Develop a wish list of print and online publications in which you want to be included
- i) Keep your parent institution in mind during interviews - mention it and make sure it is identified in any quotes, etc. Develop ties with your hometown newspaper! The
- j) Write op-eds. TheOpEd Project has resources, advice, how to pitch, etc.:  
<http://www.theopedproject.org/>

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