

# Contents

|                                                                                     |     |
|-------------------------------------------------------------------------------------|-----|
| <i>Acknowledgments</i>                                                              | ix  |
| 1. Speaking Truth to Empower                                                        | 1   |
| 2. Seeing the Big Picture, Part 1: Understanding the Debate                         | 19  |
| 3. Seeing the Big Picture, Part 2: Mastering the Rules of the Game                  | 45  |
| 4. Effective Networking                                                             | 67  |
| 5. Communicating outside of the Academy                                             | 91  |
| 6. Using Traditional Media Outlets to Connect with the World                        | 113 |
| 7. Using Social Media to Connect with the World<br>(Co-authored with Scott Swenson) | 141 |
| 8. In the Heat of the Moment: Managing Public Conflict                              | 167 |
| 9. Sustainable Engagement: How to Stay Productive                                   | 185 |
| <i>Notes</i>                                                                        | 203 |
| <i>Index</i>                                                                        | 215 |
| <i>About the Author</i>                                                             | 227 |

*This page intentionally left blank*