UI-ASSIST WEBINAR: Power, the Press, and the Public: Connecting Electrical Engineering to the World
Thursday, August 25, 9:00 am PT (9:30 pm IST)

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Presenter: Geoffrey Thatcher (WSU, US)

Want to ensure your research is reaching the widest audience possible? Join UI-ASSIST's communication specialist Geoffrey Thatcher as he discusses the best ways to interact with the press and the public. Using his expertise from working in the field, Geoffrey will provide an inside look into the mind of a working journalist. Learn what techniques will put your press releases and press packets at the top of a pitch pile with any editor. Discover how best to adapt your work for audiences outside of academia and industry.

Please join our monthly UI-ASSIST webinar on August 25, 9am – 10 am PST.

Join on your computer or mobile app [Click here to join the meeting](#)
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Geoffrey Thatcher is a masters student with the Murrow College of Communications working with UI-Assist to help with communications goals, education, and research. His research focuses on Science Communication and the way in which technology interacts with how people communicate.