



Carleton University, Ottawa  
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# Stephen Saideman Presentation Notes

- **Stephen Saideman**, Carleton University

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## Stephen Saideman Presentation Notes:

- Embrace Academic Freedom
  - Who else can speak up without consequences?
- Translate Academic Knowledge for Broader Audiences
  - While open access movement makes sense, our journals are still not going to be read by the masses
  - Blogging/columns/etc can present the findings without the boring lit reviews, the technical methods sections, etc.
- Engage Interested Publics
  - Social media can be interactive—people want to engage and share
- Speak Truth to Power
  - Increasing recent need for fact checking and then some.
- Provide media with content/expertise—they are, um, busy or lazy so fill them in