



DUKE
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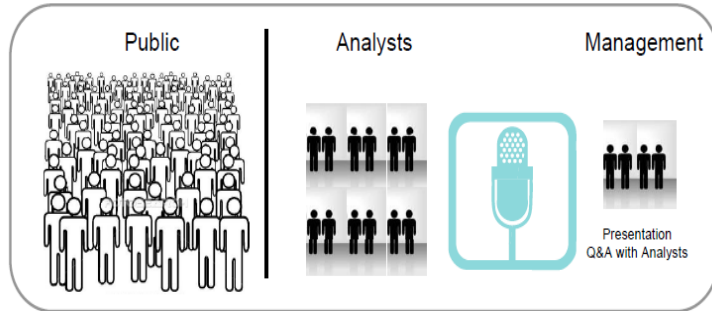


How to reach non-academic audiences with your research

Bill Mayew

***Martin L. Black Jr. Professor of
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Who outside of academics wants to know about your work and why?



2008: Cite IR Magazine in 2008 JAR dissertation paper

2008: IR Magazine asks for paper (get contact as a result)

2008: I ask IR Magazine contact for Investor Perception Survey Data for initial draft of voice paper

2008: IR Magazine writes article on voice paper

2008: NIRI reads IR Magazine and asks for a presentation of voice paper

2009: Present voice paper at NIRI meeting (get another contact at BB&T Capital Markets)

2009: Present voice paper at BB&T Capital Markets

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2014: Use NIRI contact to get NIRI survey results for CEO integrity paper

2015: NIRI director of research sends out custom survey to all members for CEO integrity paper

Proactively seek out those who should want to know about your research

