

Communications Boot Camp: Strengthening Your Thought Leadership Profile

Boston University Office of Research

Boston University Marketing & Communications

Federal Relations:

Attracting Federal Funding & Engaging Policymakers in DC



Jennifer Grodsky
Vice President



Emily Burlij
Associate Director

Government & Community Affairs:

Working with the City of Boston & Local Community Groups



Jake Sullivan
Vice President



Elizabeth Leary
Executive Director

BU Research:

Working with BU Research to Promote Your Work



Katherine McAlpine
Editor, BU Research

Public Relations:

Op-eds, Media Interviews, Event Promotion, and more



Rachel Lapal
*Assistant Vice President PR |
Social Media*

Public Relations:

Crisis Communications



Colin Riley
*Executive Director, Media
Relations*

Social Media:

Facebook, Twitter, Snapchat, Reddit, and Instagram



Molly Gluck
*Digital Communications and Public
Relations Associate*



Dave McDonald
*Assistant Director, Social
Media*

Social Media:

Chinese Social Media



Carol Duan
International Social Media Specialist