

## Communicating Your Science with the Public – Virtual Workshop

**Summary and objectives:** It is becoming increasingly important for researchers to be able to clearly communicate their research to a broader audience, such as the public, the press, and even funding organizations. However, communicating complex specialized findings in an understandable and general manner is challenging for many researchers. This virtual workshop provides attendees with practical strategies on how to achieve this goal.

These webinars contains numerous interactive elements and activities to stimulate engagement amongst participants. A workbook will be available for the attendees to download before the webinar begins, and a recording of the webinar will be available for the attendees to review for 30 days after the webinar has concluded.

Because participant attention in online webinars is often less than that of face-to-face workshops, we will be offering this 1-day workshop over three 2-hour live webinars. These can be delivered on the same day (e.g., morning and afternoon) or on consecutive days, whichever is more convenient and beneficial for the attendees.

### Webinar 1: Understanding Science Communication

Section 1: The importance of communicating science with the public (25 min)

This section introduces science communication along with why it is important for researchers to communicate with the public and how it can also benefit researchers as well.

Section 2: What makes a newsworthy story (15 min)

This section discusses how to determine if a study will be of interest to the public who likely do not have scientific backgrounds.

Break and Q&A (15 min)

Section 3: Understanding the expectation of the public (20 min)

This section reviews what the public is looking for when reading about scientific research and how to evaluate their current understanding of the topic.

Section 4: Structuring science stories compared with science articles (30 min)

This final section highlights how to structure a scientific study in a way that will be engaging and interesting to the public, and how this compares with the traditional structure of an article.

Final Q&A (15 min)

## **Webinar 2: Effective Writing Strategies**

### Section 1: Logical flow and structure of your writing (20 min)

This section discusses the importance of logical flow and structure in a news story and ways to improve the readability of public stories.

### Section 2: Improving readability for a general reader (25 min)

This section reviews ways to keep public readers attention with using more subjective terminology, personal anecdotes, and concrete examples to better engage readers who lack scientific backgrounds.

### Break and Q&A (15 min)

### Section 3: Building your story (25 min)

This section guides the attendees through building a science story based on the information discussed in the first webinar and sections 1 and 2 of this webinar.

### Section 4: Case studies (20 min)

This section guides the attendees through two examples of how the news has either communicated scientific research very well (case study 1) or very poorly (case study 2).

### Final Q&A (10 min)

## **Webinar 3: Platforms for Communicating Science to the Public**

### Section 1: Press releases (25 min)

This section discusses the most common way that researchers communicate their findings more broadly to the public – writing press releases with their institutional press office.

### Section 2: Communicating directly with the public (25 min)

This section reviews various platforms that are available that allow researchers to communicate their study directly with the public, such as websites, blogs, and videos.

### Break and Q&A (15 min)

### Section 3: Science journalism (15 min)

This short section introduces science journalists and what their goals and motivations are in communicating science to the public, which is contrasted to researchers' goals and motivations.

### Section 4: Working with journalists (25 min)

This final section discusses how researchers should work well with journalists in terms of initial conversations as well as how to give an effective interview to communicate your ideas clearly.

### Final Q&A (15 min)