

Communicating science

How to effectively get your science into the public domain



The Washington Post | PostTV | Politics | Opinions | Local | Sports | National | World | Business

top OPINIONS

Trending Topics: Obama and race | Hillary Clinton | Tea party | VA scandal

Less leather bet reduces wallet b

CIA chief in Afghanistan mistakenly identified

Deputies: No reason to intervene with shooter

The Post's View

Climate-change response demands urgency

By Editorial Board, Published: January 5

JUST HOW much will the Earth heat up over the next 100 or 200 years? Climate scientists are not able to predict with high certainty. They have estimated that average global temperatures will increase by 1.5 to 4.5 degrees Celsius — 2.7 to 8.1 degrees Fahrenheit — given a doubling of carbon dioxide in the atmosphere. That range of estimates for “climate sensitivity” would mean the difference between relatively small effects and significant consequences for human welfare.



No sure bets in the climate debate

CHERYL JONES | THE AUSTRALIAN | APRIL 23, 2014 12:00AM



Icebergs — watched closely by scientists — formed from the Jakobshavn Glacier in Greenland near the village of Ilulissat. Source: Getty Images

Alvin Stone,
Media and Communications Manager
ARC Centre of Excellence for Climate System Science



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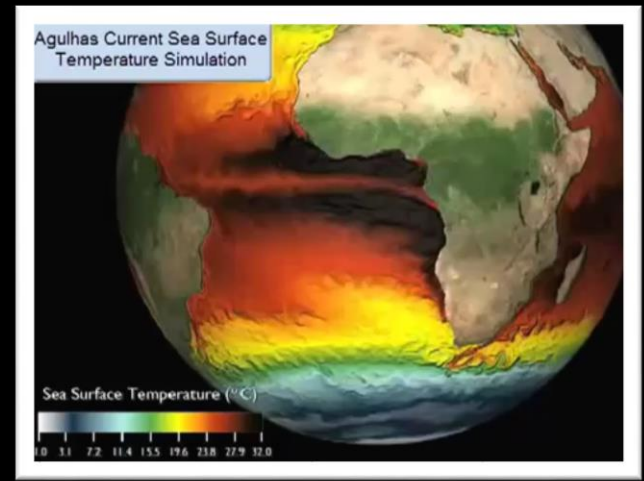


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Meet Erik



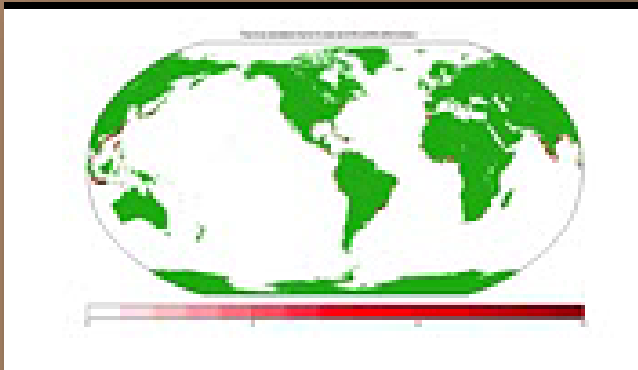
Why do you want to communicate?

- I've got this great piece of research.
- I want to be seen as an expert in my field.
- I want to be a broad science communicator.
- I want to affect policy



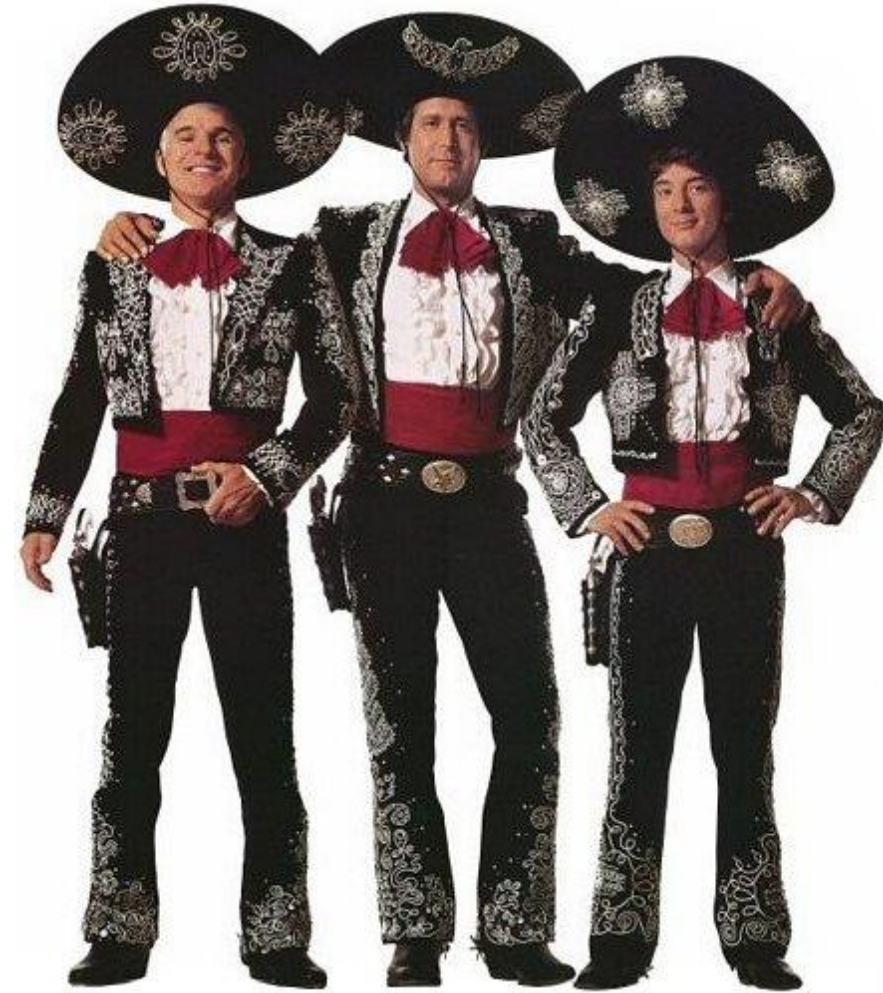
Frankly, my dear, I don't give a damn

- Who is your audience?
- Why should they care?



The power of three

- Three key points in priority order.
- One snappy quote.
- A word image for complex ideas.
- Any additional collateral:
 - Video.
 - Graphics.
 - Animations.
 - Something to share.





K.I.S.S.

Keep it simple scientists.



The pub test

How would you tell
your friends or family?

Timing



- Reporters' deadline.
- When do people get news during the day?
- Day of week.
- Seasonal.
- Holidays.

- When is your best chance
- When do people care most



Distribution

- Exclusive to reporter/program.
- Broadcast media release.
- Social media.
- CCHC – to politicians.
- Mail out clients
 - AusSMC
 - Eureka Alerts

The power of coffee

- Face to face is important.
- Sometimes reporters will be abrupt.
- That first phone call.
- Be helpful even outside your area, if you can.
- Offer leads and exclusives to those who do the right thing by you.

Opportunity knocks

- This is for when you are becoming expert at interviews.
- Scan the news every day.
- Follow the same process we have already outlined.





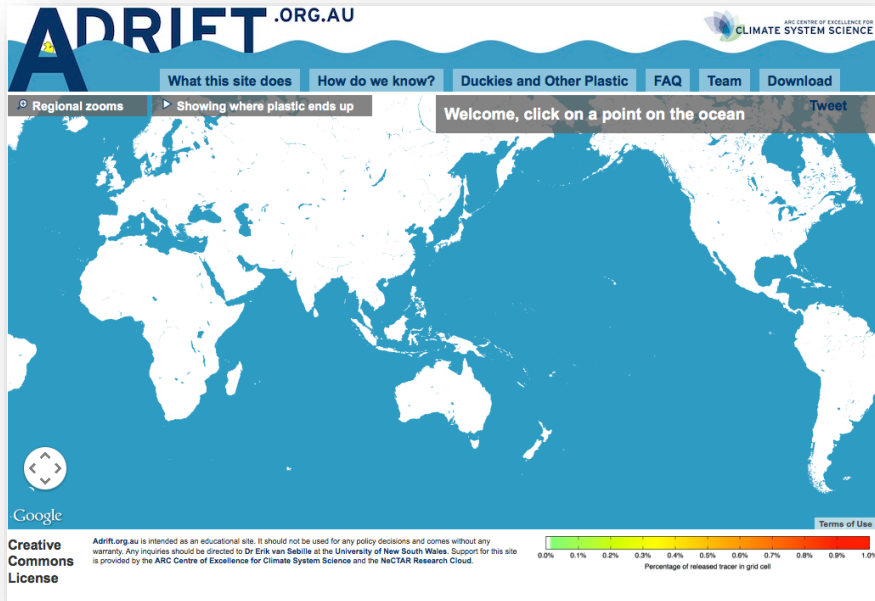
Control the interview

- Learn to say no. You don't know everything.
- Reframe questions that are poorly asked.
- Come back to your three points.
- You don't have to fill the space with sound.



Social media

- It's not about gadgets, its about effectiveness and your plan.
- Building communities:
 - Select who you follow.
 - Engage in discussions.
 - Share – the power of memes.
 - Create something useful.



Plan and prepare

- The three points.
- Why should the audience care.
- The pub test.