

Communicating Your Science Effectively to the Public – CIRC 2019

This workshop has been developed to provide you with the skills, inspiration and confidence to communicate your research with the public. It will be led by Andy Ridgway, Senior Lecturer in Science Communication at UWE Bristol in the UK and Keith Larson, Project Coordinator for the Climate Impact Research Centre (CIRC). The skills you develop will help you write about your research and speak about your research.

8.30am – 9.15am - Introduction

An introduction to the importance of communicating environmental research to the public and an overview of the day.

9.15am – 9.35am – What Makes Science Interesting?

What really motivates us to read or watch something that's science related? How can we use this knowledge to motivate others to sit up and take notice of what we write and say?

9.35am-10am – First principles of science communication and science writing

Simplification vs dumbing down. Finding the 'story' in our research. Introduction to the news writing structure that is also used widely in the likes of blogs... and even grant applications.

10am-10.30am – Coffee break (ANS dining room) and fresh air

10.30am–11am – Writing exercise

Develop a news story based on a specific study you have been involved with. How do you start the article and then keep the reader engaged?

11am-11.30am Different ways to tell research stories

It's not just written articles that can be used to tell stories, here we'll introduce you to some techniques that have already been used by CIRC, such as citizen science and podcasts.

11.30 – 12 – Ideas and inspiration for telling the story of your research online

An introduction to places your writing can appear as well as an 'insider's guide' to pitching to editors.

12noon-13.30 – Lunch

13.30– 14.15 – Communicating with different audiences

Which 'audiences' would be interested in your research? Why do you want to reach them? How do you adapt what you write and say to different audiences?

14.15 – 14.35 – The art of a good presentation

Some guidance on how to talk about your research, whether it's for an elevator pitch or a TV appearance.

14.35 – 15.15 – Develop a pitch about your research

Using some of the ideas we've covered earlier in the day, you'll get the opportunity to develop a brief pitch and get feedback from your peers as well as Keith and Andy.

15.15 – 15:30 – Final thoughts

The importance of language – research on how different people interpret the same words differently and what that means for environmental science communication.

Before you leave, you'll be invited to strike up a simple communication plan. Who do you want to reach, why and how will you it?