

What is communication?

1. Sharing your views and information with others
2. Having others respond to your views
3. Engaging with each other

Outcomes

From Stephen Roberts of the NHM Public Engagement Group:

- Develop an understanding of the theoretical landscape for public engagement with non specialist audiences (including discussion of issues such as public accountability, wealth creation, upstream engagement and science literacy).
- Have a better understanding of the motivations of a range of different audiences (including policy makers, media, family audiences, formal learners, adult audiences)
- Feel more confident in communicating your science to non specialist audiences
- Develop skills in listening, appropriate language, use of media support and props
- Be better able to propose relevant public engagement activities to support your science funding proposals
- Have hands on experience of working with a non specialist public audience

Writing for the public

- **Identify your target audience**
- Focus on one subject/event
- Catchy title for your audience
- Opening line to draw in your reader – tag line
- Check text for jargon
- Short sentences
- Leave - re-read - edit - delete
- Come back to the start at the end

Who is your audience?

- Scientific papers
- Science books
- Popular science books
- Short articles
- Press releases
- Blogs
- Poster presentations
- Oral presentations
- Talking to your peers
- Talking to the public
- Talking to friends/family

NHM blog audience

What is your message?

- Public
 - Are you doing something useful with their money/resources?
- Peers
 - Are you doing good science?
- Family/friends
 - Are you OK? What are you doing?
- Future employers
 - Good science? Transferable skills?
- Funding bodies
 - Are you fulfilling your promises?

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USB - Satan's Data Connection

Evangelical Christians in Brazil have banned the use of USB connections after claiming the technology is the mark of Satan-worshippers.

Evangelical Christians in Brazil have apparently [banned the use of USB connections](#) after claiming the technology is the mark of Satan-worshippers (Hat tip: [Fernando Frias](#)). Apparently the revelation came after the evangelists noticed that the USB symbol resembles a trident. Presumably they're not great fans of Britain's ballistic missiles either.



USB – Satan's data connection

Here's the story, though be aware that aside from being repeated on a bunch of Brazilian websites, I've yet to find much to back it up, so if this turns up on [Snopes](#) don't blame me.

Titles and taglines

- Think of a project or event - your project or something you've done previously
- Write a headline and tagline as if you were writing a popular article or BLOG
- Think about how to interest people in the story

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Jargon

- Time – Stage? Age? Mya? Ancient? Be precise without being complicated
- Organisms – Species? Group? Modern analogy?
- Geology – rock type? Geological structure? Carbonate or limestone?
- Techniques – LAICPMS or shooting a laser to see what's inside?

Writing for the public

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- Check text for jargon
- **Short sentences**
- **Leave - re-read - edit – delete excess**
- **Come back to the start at the end**

Blog specifics

- When, where, what – single event
- Keep it short (~300 words)
- Pictures (inc authorship) – 1 or 2 is fine
- Beware of jargon (inc. excess names)
- Introduce people properly if you name them
- Format text to enhance message
- Subheadings – not necessary
- Be considerate - don't include content that makes Indonesia or our institutions look bad
- **Be creative – break any of these rules for a good story!**

NHM advice

Style - write in a conversational style, as if talking to a non-science friend

- writing it like an email to a friend can be a good approach.
- blogs are time-stamped - feel free to make reference to topical events.
- your blog post doesn't have to be a fixed length, and you can vary between short and long posts, according to how much you have to say. You'll probably find that 250-300 words is about right to get your message across.

Comments - Readers will be able to comment back – and you can and should respond to these comments

Updating frequency - To establish a relationship with users and build traction with Google

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















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 [Create New Post in Blog 'Hunting fossils in Borneo'](#)

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NHM London blog

Hunting fossils in Borneo

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A bit of a delay...

Posted by [LilStevens](#) on 22-Sep-2010 17:20:21

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Well, we waited for our visas and they never came. This sometimes happens on trips involving lots of people from lots of countries trying to do research on the other side of the world. We've delayed our trip until mid-November, giving us a bit more time to prepare - not that we need it of course, but the last few days were going to be quite busy. It also means that we get to go away when it's really cold here and come back just in time for Christmas with tans and tales of high adventure. Or high tales of adventure more likely.


We are doing a **Nature Live** pre-expedition event on **12th October at 2.30pm** in the Attenborough Studio at the museum. We are also running a table at the big event this Friday - **Science Uncovered** - so you can come and see what sort of specimens we will be collecting and ask us questions about how we do it.



Actions

-  [Manage blog](#)
-  [Edit post](#)
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Recent Comments

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Popular blog posts

-  [And we're off!](#)
-  [A bit of a delay...](#)
-  [Hunting fossils in Borneo!](#)

Blog profile

- Write a profile about yourself and your work
- Include text from last exercise if appropriate
- Write about 4 sentences and these will be included with a picture
- For Throughflow page and blogs if possible

Video blogs

Short videos in the field

For example:

- Show how you are collecting samples
- Describe what we are doing each day
- Talk about why you chose this project
- Describe an object/event you are enthusiastic about

Can go on the blog or be used later