

# The Alan Alda Science Communication Training Workshop

Jessie Christiansen

#ExSoCal17

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## The Workshop

- NASA and the Alan Alda Center partnered to run a 3-day workshop at STScI in Baltimore, Aug 28-30
- Designed to “enhance the communication and public engagement skills of scientists working in astronomy and astronomy-related disciplines”
- 32 early- to mid-career scientists and engineers across NASA (80% women!)

## *Connecting with your audience*

### Takeaway #1

- There is often a disconnect between what you want to say, and what they need to hear
- Take a step back and think about where they are coming from, what they value and understand, and how you can frame your important message for them personally

## Takeaway #2

### Creating your message

- Scientists often start with the background, then describe the state of the field, then the new information, then BAM the exciting new result!
- **LEAD WITH THE BAM!**
- JAM exercise (Just a Minute)
  - 1 minute summary?
  - 30 second summary?
  - *15 second summary?*

## Takeaway #3

### *Practise different styles of interview*

- Examples...
  - NPR-style radio interview
  - Morning-show chat-style interview
  - Person-on-the-street interview
- Journalists don't have the same goals as you – decide what your main focus is and steer back to that whenever the interview starts to tangent

And some  
bonus mini  
takeaways...

	<b>Best time</b>	<b>Worst Time</b>
Twitter	1-3pm	8pm-9am
Facebook	1-4pm	8pm-8am
LinkedIn	7-9am, 5-6pm	10pm-6am

What's the most effective number of  
#hashtags? Two! #scicomm

Free online image resources:

- [canva.com](https://www.canva.com)
- [giphy.com](https://www.giphy.com)

Hiring a  
seaworthy  
postdoc!

**Avast, ye scurvy landlubbers!**

I be given some dubloons to expand the Kepler occurrence rates across the stellar parameter grid using K2 (e.g. 10x as many M dwarf targets)

**Come to IPAC to pillage the data**

**Arrrrr!**