

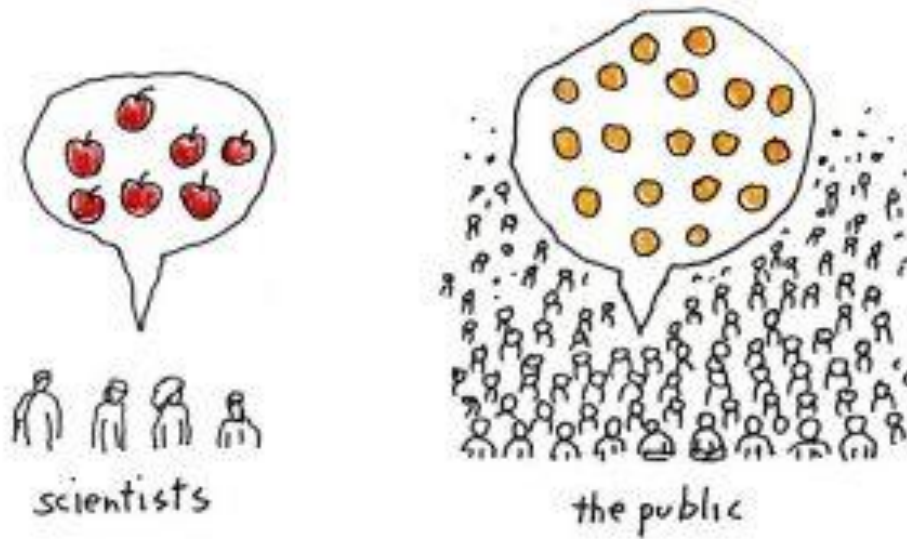
How to Talk About Your Science so Everyone Gets It

Brought to you by:

- Jefferson's College of Life Sciences
- Department of Marketing and Communications
- Graduate Student Association
- Jefferson Business and Biotechnology Group
- Office for Professional Writing, Publishing, and Communication

Why is science communication important?

Science communication



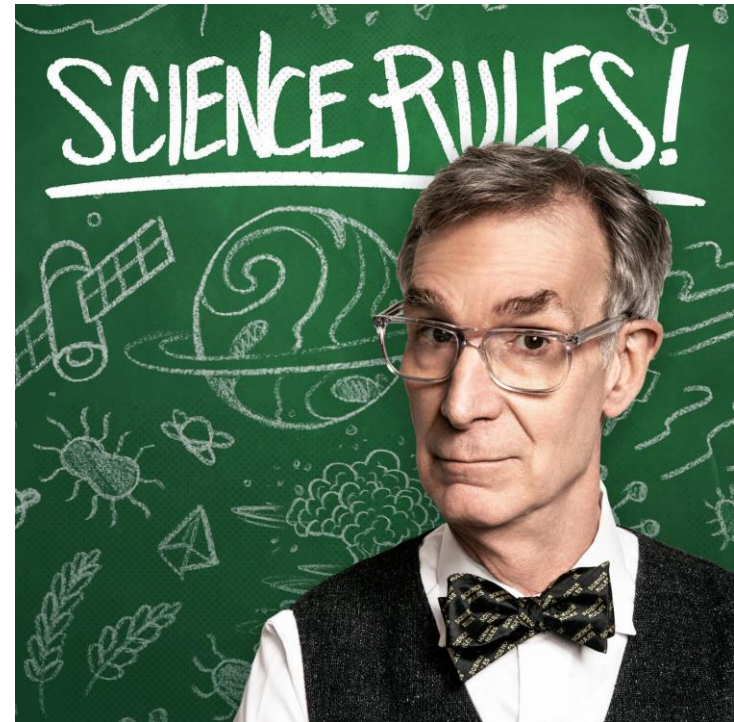
<http://www.mediomix.de/>

Why is science communication important?



Why should you bother?

- Being able to communicate clearly makes you a better scientist
- Helps you visualize your research in creative ways
- Helps with networking and job candidacy
- Broad and transferable skills
- Helps you share your research with family and friends



What to expect in this series

- Learn how to communicate your concepts in a variety of ways
- Learn how you can pursue your interest in science communication
- Gain hands on experience through workshops and get feedback on assignments
- Build your Resume: Take advantage of the opportunity to get published on Jefferson news sites

HOW TO COMMUNICATE YOUR SCIENCE TO THE PUBLIC

This series of lectures and hands-on workshops are brought to you by: Jefferson's College of Life Sciences, the Department of Marketing and Communications, the Graduate Student Association, the Jefferson Business and Biotechnology group, and the Office for Professional Writing, Publishing, and Communication.

Sep.25, 1-2:30 pm 901 Walnut, lobby		Science Communication – How it can make you a better scientist. Overview of Sci-Comms Certificate Requirements for the series
Oct 10, 5-7 pm JAH, 307	 	Career Panel – 4 Sci-Comms fields that PhDs can step into and how to prepare a writing sample to get the job
Nov 6 + 21, 1-3 pm Hamilton, 210/211, BLSB, 101	 	Animate Your Science – Express your science in narrative form and create an animation depicting your favorite research
Dec 3, 1-2:30 pm 901 Walnut, lobby	 	Why Twitter is Good for Your Career – Learn how to use social media for lab tips, grad school self-care, networking, peer review
Jan 16, 1-2:30 pm BLSB, 101	 	Writing About Science for a General Audience – Learn a multitude of article styles that editors look for
Feb 11, 1-2:30 pm BLSB, 101	 	Podcasting 101 – Record and edit interviews and learn interview skills that help highlight the best of your subjects
Mar 13 + 16, 4-5pm JAH, M61	 	3-Minute Thesis Training – Tell your science story in 3 minutes. Training sessions mandatory for all entering the 3MT competition
Apr 30, 1-2:30pm Hamilton, 505	 	Pitch a Science Article – How to work with Media Relations to pitch your story to an editor of the Philly Voice or other general-audience media outlet
May 8, 4-6pm Foerderer Auditorium		3-Minute Thesis Competition – Present your talk or attend and cheer on your peers
June 8, 1-3pm BLSB, 105		Science Advocacy – How to get support for your cause

Earn a Jefferson Science Communications Certificate/Badge:

 Lecture attendance = 1 point  Workshop assignment = 3 points 15 points needed for Certificate

Each completed assignment may be submitted to the Jefferson Science Communications Team for possible publication on Jefferson channels. Sessions are drop-in and open to all. Contact ResearchNews@jefferson.edu with questions.

Sci Comm Certificate/Badge

You can earn a badge that goes on your LinkedIn or resume:

1 point for Lectures



3 points for workshop-completed assignment



-
- 15 needed for badge/certificate



- Possibility of publication on Jefferson channels

Jefferson Online Publications + Distribution



Submit Content to EurekaAlert!

The Sessions

1. Intro
2. Career Panel - PhD and writing-ready
3. Animate Your Science
4. Twitter for Scientists
5. Writing for a General Audience
6. Podcast - how to make your own show
7. The 3-Minute Thesis (3MT)
8. Pitching the Media
9. 3MT final competition
10. Science Advocacy

Sci Comms Career Panel - Oct 10th

What to expect:

Learn about different careers in the field of science communication

What you'll get from the workshop:

- Access the panelists in smaller groups to discuss their specific career path
- Learn about the writing test they needed to enter their field
- Learn what makes a successful test and candidate?

Deliverable/Assignment:

Practice a writing test for a career path that interests you, and get feedback from a panelist or writing staff.

Animate your Science - Nov 6th + 21st

What to expect:

Session 1: Develop content for a science script and sketch

Session 2: Record/animate your content

What you'll get from the workshop:

- Understand why you need to talk about your science in a straightforward way
- Learn how to explain your exciting research to your family and friends

Deliverable/Assignment:

Build content for 2-minute science script: <https://www.youtube.com/watch?v=tLtGZUsJmuE>

How to submit for publication:

ResearchNews@jefferson.edu

Why Twitter is Good for Your Science - Dec 3rd

What to expect:

Learn from Jefferson's biggest basic science Twitter Influencer why twitter is an essential skill to add for your scientific career

What you'll get from the workshop:

- You will start your own Twitter account and interact with Workshop students over twitter.
- Learn tips and best practices to cultivate your online community

Deliverable/Assignment:

Alone or in a duo, participate in a Jefferson Ro-Cur (rotation curation, or twitter take-over), with the assignment to post or repost 3 times, and grow Jefferson's Research-Twitter following.

Writing About Science for a General Audience - Jan 16th

What to expect:

Learn about different styles of article writers employ to get their ideas across: News piece, brief, portrait, Q&A, tips, feature etc.

What you'll get from the workshop:

- Try your hand at outlining or writing a story in your style of choice.

Deliverable/Assignment:

A completed piece based on primary literature and potentially interview of a researcher.

How to submit for publication: (based on Jeff Research)

ResearchNews@jefferson.edu

Podcasting 101 - Feb 11th

What to expect:

Learn how to interview a scientist and the workflow of producing a podcast episode

What you'll get from the workshop:

- Best interview practices, tools and techniques for recording, transcribing, script writing and sound editing
- Do a mock podcast interview with your neighbor

Deliverable/Assignment:

A 10-15 min podcast interview of a scientist

How to submit for publication:

ResearchNews@jefferson.edu

How to Pitch a Science Article - April 30th

What to expect:

Learn pitch tips and preferences from working science writers/editors

What you'll get from the workshop:

- Write a pitch for a story you'd like to write including the elements discussed in the lecture portion, in any article style.

Deliverable/Assignment:

Submit several versions of your pitch letter: the editor and outlet, and style

How to submit for publication:

ResearchNews@jefferson.edu

3-Minute Thesis Competition



What would you say if you only had 3 minutes? All post-qualifying exam PhD candidates are encouraged to compete!

Important Dates:

- March 13th and 16th: 3MT Training with the OPWPC (required for PhD candidates. *Postdocs and MS students can attend, but can't compete)
- April 21st and 22nd: 3MT Preliminary Heat (top 8 will advance)
- May 8th: 3MT Final Competition

What you'll get from competing: You'll gain a better understanding of your own work by learning to communicate with lay audiences. This is also an opportunity to compete for cash prizes!

Email gsa@jefferson.edu for more information.

Science Advocacy - June 8th

What to expect:

Learn why science advocacy is so important and how you can get involved

What you'll get from the lecture:

- Examples of relevant scientific issues
- How to effectively communicate your science to your representatives
- Resources on how to find out more about the congressional budget and how to contact your representatives

Deliverable/Assignment:

No deliverable - but contact your representatives!

This is for YOU

Why do YOU want to be able to tell your science story?



scientists



public

Don't forget to sign in!

We can only give you points if we know you came!

At every session, take a minute to sign in on one of the computers/ipads at the door

Fill out this quick [Google Form](#)

Questions? Email: ResearchNews@Jefferson.edu



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Philadelphia University +
Thomas Jefferson University

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