

The Science of Communicating

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Mentored by Randy Wilson



**NORTHERN
ARIZONA**
UNIVERSITY



Reporting for the AZ Daily Sun

TOP STORY

MARS RECONAISSANCE ORBITER

New images suggest a snowy past on Mars



Kevin Gill/NASA/JPL

Some escarpments like these on Mars have been show...

By ERIC J. DUONG Special to the Daily Sun

Feb 3, 2018

TOP STORY

NEW HORIZONS

Flagstaff astronomer prepares New Horizons to look beyond Pluto



Jake Bacon/Arizona Daily Sun

In this July, 2016 file photo, planetary scientist Will...

By ERIC J. DUONG Special to the Daily Sun

Introduction

- ▶ Education and Public perception is paramount to securing research funds from the government
- ▶ However, Scientists often struggle to deal with media attention effectively
- ▶ Dr. Grundy, Dr. West and I created an interview training seminar to help acclimate scientists to realistic interviews





Project Goals

- ▶ we wanted each scientist to walk away with two or three key areas where they needed to improve
- ▶ Eventual goal of the project is to be renewed by the HURA grant and expand to work with USGS, students at NAU Phd programs, and Tgen North
- ▶ Other options for Media Training from professionals cost upwards of \$25,000
- ▶ My job was to both assist these institutions and develop my own skills as a science writer

My Contributions

- Every interview was reviewed by myself and the scientist's peers after each session
- In addition, press releases were created specific for the exercise and critiqued for further improvements as well
- My experience with the AZ Daily Sun allowed for a realistic experience



Conclusion

- ▶ We found that speaking in pre-planned sound bites was the most effective skill (30 second answers or less)
- ▶ Use of scientific jargon was the most evident problem
- ▶ In the future, we plan to pitch this idea to the NAU Phd programs as well as USGS and Tgen North. Like any skill, repetition leads to growth.



https://www.youtube.com/watch?v=Fac_a1VfzEI&t=61s



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Questions?

