TALK NERDY TO ME
Translating Research for the Public

RACHEL WHITE
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About me:

**Hometown:** Greeley, Colorado

**Degree:** B.A. Journalism from Colorado State University

**Experience:** Since graduating from CSU, I've worked in academia — CSU College of Veterinary Medicine & Biomedical Sciences & UT Austin College of Liberal Arts — helping researchers, like you, share their expertise with the public!
IS IT A RIGHT TO REMAIN IGNORANT?
I DON'T KNOW, BUT I REFUSE TO FIND OUT!

Public Scholarship
WE NEED TO COMMUNICATE LESS WITH OTHER DEPARTMENTS.

THE MORE THEY KNOW ABOUT US, THE MORE THEY CRITICIZE WHAT WE DO.

IS THIS PART OF YOUR LARGER WAR ON KNOWLEDGE?

THAT WAS THE LAST THING I'LL EVER TELL YOU.
“If you have knowledge, let others light their candles in it.”

Margaret Fuller

(American journalist and women’s rights advocate, 1810-1850)
Start with Why - Simon Sinek’s “Golden Circle”

https://www.youtube.com/watch?v=IPYeCltXpxw
Sharing Your Research STORIES
Identify your Audience
BIG NEWS:
A one-sentence description of your research/major finding.

WHOGAS?:
Why should we care? What’s the impact?

DETAILS/BACKGROUND:
What information do people need to fully understand and appreciate your results?

EVIDENCE/RESEARCH:
Below-the-surface details — think, methods, results that back up your claims.
Just a friendly reminder…

Avoid Jargon.
Be Concise.
Use Visuals.
Thank You!

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