

**FEBRUARY 2020**



# TALK NERDY TO ME

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Translating Research for the Public

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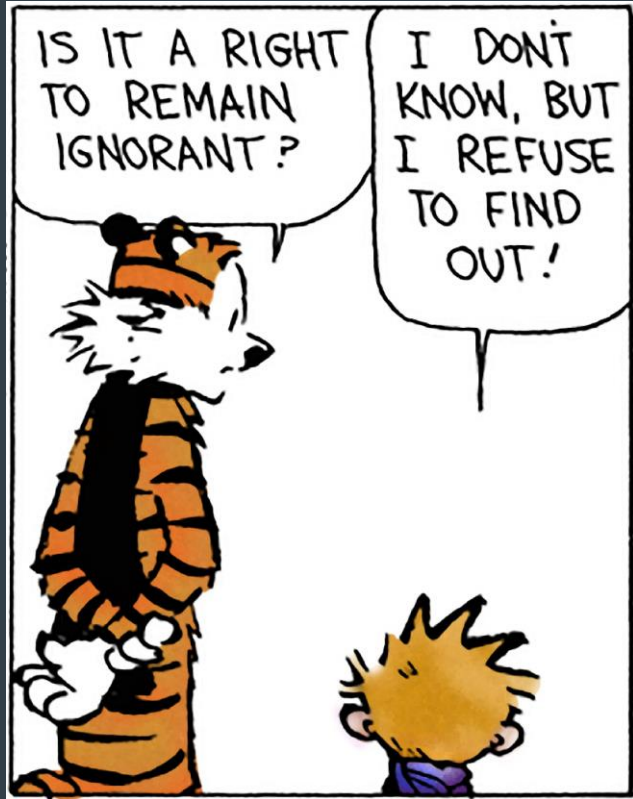


## About me:

**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!



# Public Scholarship

WE NEED TO  
COMMUNICATE  
LESS WITH OTHER  
DEPARTMENTS.



Dilbert.com DilbertCartoonist@gmail.com

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



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IS THIS  
PART OF  
YOUR LARGER  
WAR ON  
KNOWLEDGE?



THAT  
WAS THE  
LAST  
THING  
I'LL EVER  
TELL YOU.

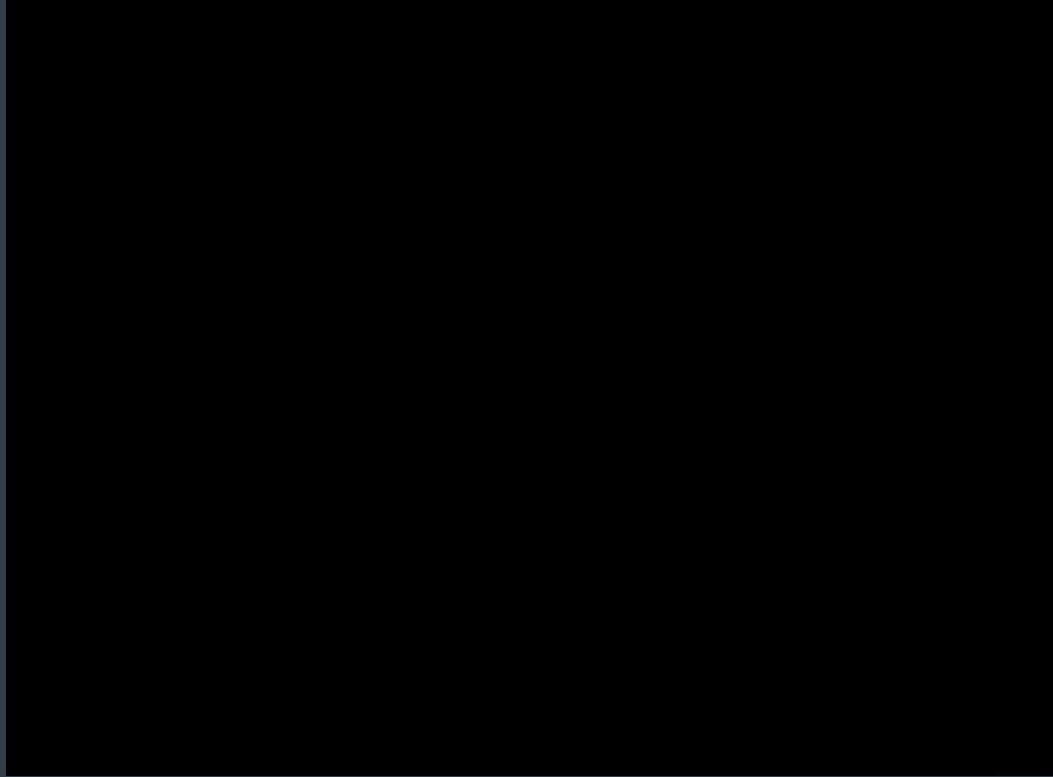


**“If you have knowledge,  
let others light their candles in it.”**

*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>



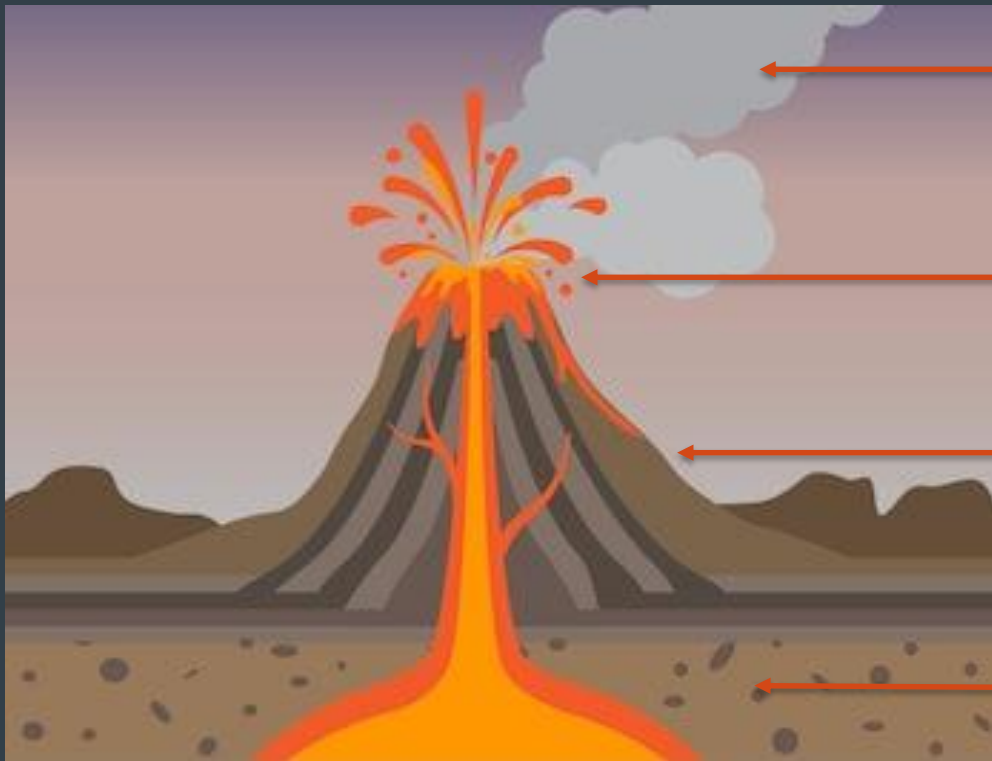
# Sharing Your ~~Research~~ STORIES





# Identify you 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:**

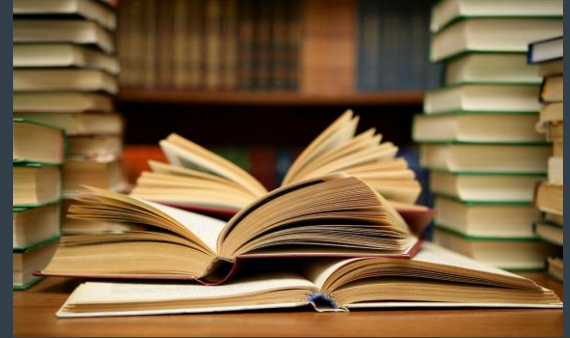
Below-the-surface details — think, methods, results that back up your claims.



hildbastian.net

*Just a friendly reminder...*

**Avoid Jargon.  
Be Concise.  
Use Visuals.**



# Thank You!

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