PATHS to ENGAGEMENT
CREATION @ECOLOGYOFSHANE   DESIGN @JOANNASCIENCE
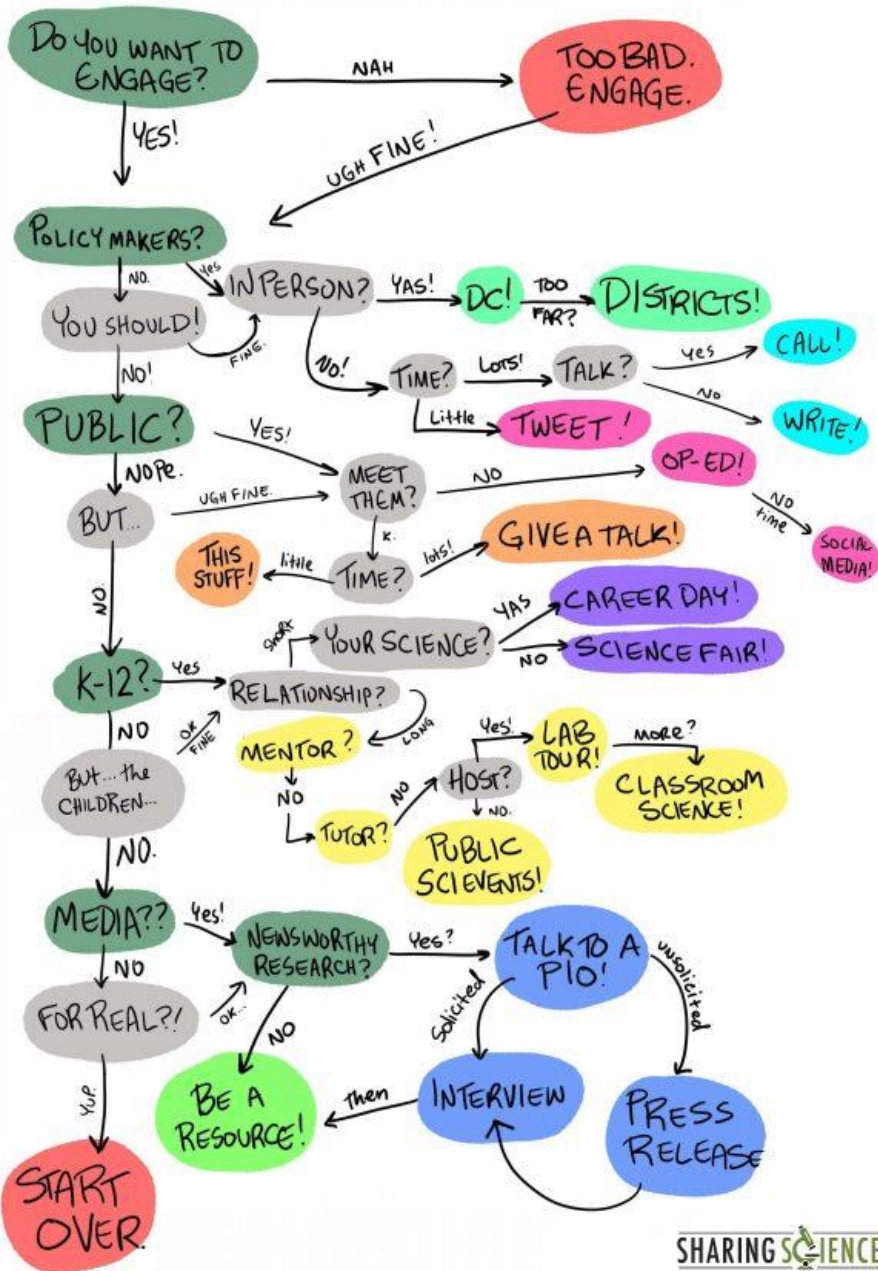
**Who is your audience?**

**How do you connect with them?**

**What are you trying to convey (intention/take-away)?**

**And Why?**

US adult poll in 2013: 70% of Americans cannot name a living scientist (5% named Albert Einstein)
Of 5000 elementary school students, 26 drew females. None weren't white. (Wade 1983)

# Connect with audience and build mutual respect

## 4 ASPECTS TO CONSIDER:

**Relevance—Making it personal through Mission and Framing**
What is important to you? What is important to your audience? How do the two overlap to make a difference in life?

**Find common ground—Analogies/Metaphors or Narratives?**
What analogies have you heard for geologic processes? Constructing communication in familiar formats.

**Concise!—Make your point ASAP- you have 30 seconds to engage**
What do you read of even scientific papers? Abstract and conclusions!

**Plain language—Lose the jargon**
Try using other words for geologic processes like: metamorphism

## Find or create examples for each for your own science:

**Relevance**
Come up with a mission for your own research
Create an introductory statement that levels the playing field to put your communication in the appropriate frame.
What "method" of communication would you use?

**Common ground**
Do the note-card experiment with friends!
Write a metaphor or analogy for your research

**Concise:**
Find a video or article title that is short and to the point (check out: Climate debate by John Oliver, or any Bill Nye video, or the #1 and #2 most watched "Earth Science" videos on YouTube, or the Syracuse Lava Project)

**Plain language**
Try translating your research into 'plain text' so that anyone could understand it

# Who are the ~~most~~ trusted sources for these audiences?

- **Children (<18 years)**
  - Privileged/underprivileged
  - Urban/rural
  - Native/immigrant/religious culture
  - Social media influencer/consumer

- **Young adults (18 – 25)**
  - Privileged/underprivileged
  - Students/non-students
  - Voting/non-voting

- **Young professionals (25 – 40)**
  - Voting/non-voting
  - Salaried/hourly/contract worker
  - Student/non-student
  - Parent/non-parent

- **Middle-age adults (40 – 65)**
  - Active/inactive in community
  - Wealthy/non-wealthy
  - Well/poorly traveled
  - Parent/non-parent

- **Retirees (>65)**
  - Active/inactive in community
  - Voting/non-voting
  - Wealthy/non-wealthy
  - Grandparent/non-grandparent

- **Politicians**
- **School board/PTA members**
- **Religious leaders**
- **Business leaders**
- **Celebrities**

# Connecting with your audience:
# ***PRACTICE*** Example

Identify:
1. goals,
2. resources,
3. message,
4. audience,
5. how/where,
6. evaluate/adjust,
7. Diversify

Practice: Beth Bartel, UNAVCO's Case study
1. needed ranchers to get permission to keep seismic stations for US Array on their land

***What would you do for numbers 2-7 in this case?***

Here's what UNAVCO did:
1. needed ranchers to get permission to keep seismic stations for US Array on their land.
2. Money-saving is purpose so simple (hand-outs, not a video)
3. It benefits both of us to keep station where it is (how research helps them; water resources)
4. Ranchers (non-internet, newspapers/brochures, lay-terms)
5. Locally, on their own land (personalized to their station)
6. Approved for another year, will do again in 1 year.
7. Example: throw fundraiser dinner for donors instead

# ***PRACTICE:
# How would you communicate it?

**Goal:**

- **Limiting climate change**

- **Preventing/preparing for flooding**

- **Earthquake preparedness**

- **Water conservation**

- **Keeping air and water clean**

- **Preservation of National Parks**

- **Preventing coastal erosion**

- **Reducing size of oceanic dead zones**

**Communicated to a:**

- **Young professional (25 – 40)**
  - Non-voting
  - Hourly worker
  - Parent
  - Immigrant

- **Religious leader (40-65)**
  - Middle-age adult
  - Active in community
  - Rural
  - Does not use social media

**Channel**
**Pitch**
**Action**
**Assessment**