

Communication Tutorial Series

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Lisa Palmer, Senior Fellow and Journalist in Residence, shares some tips she's developed in her 20 years of working in journalism. These videos are a resource for you and your team as you develop a communication strategy for broader engagement.

Storytelling

Complex stories in science come with communication challenges. Words mean different things across disciplines. Stakeholders have distinct communication needs. Storytelling can help translate some of the main concepts you are trying to get across. In this video, I'm here to share with you what I've learned in over two decades of working in journalism by discussing what a story is and why it matters. I'll tell you about the five key elements of a story and tips for translating your research into stories.

Audience

Audiences for your research are building blocks for bridging knowledge to actionable science. But for your science to shape discourse, inform decision-makers or engage with stakeholders, it must connect with the right people. In this video, learn how to use our Audience-Centered Analysis to understand each unique audience you want to communicate with and how to craft your message for each individual audience.

Elevator Speech

Socio-environmental synthesis is complex and it can be very challenging to transform your research into a concise message that accurately depicts your work. But being able to quickly share your research statement with a personalized elevator speech is an essential skill to communicating to your audience. In this video, Lisa Palmer shares some tips on how to prepare your elevator speech.