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What is K-State Doing with Science Communication?

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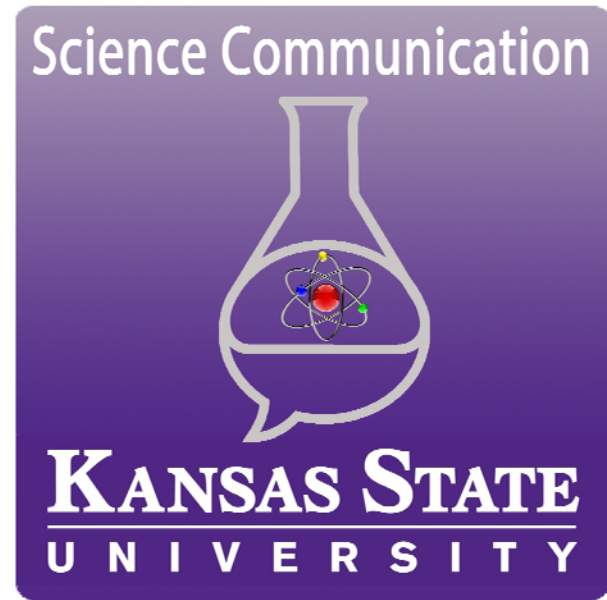
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What is
K-State
Doing with
Science Communication?

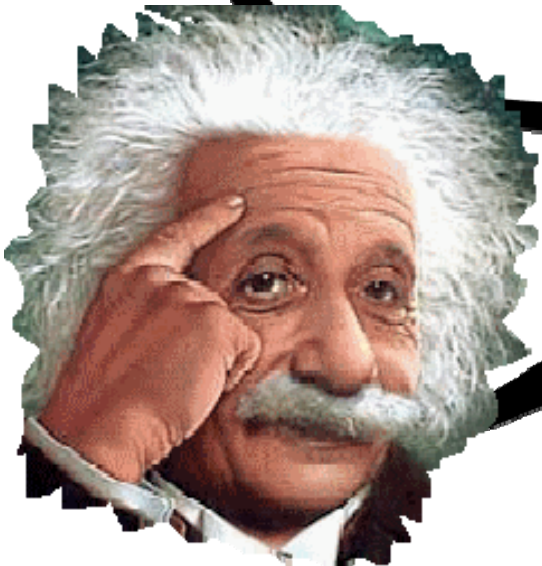


“The National Science Foundation (NSF) places **importance** on the **communication** of NSF-funded science and associated activities to various audiences including the general public and **non-experts.**”

“NSF believes science is **important** and **essential**—and that communicating it is **crucial**...You can show them why they should care about your science and the scientific perspective, helping lead to greater public understanding of the value of NSF-funded research.”

*You don't really
understand something
unless you can **explain**
it to your grandmother.*

attributed to Albert Einstein



● HERE

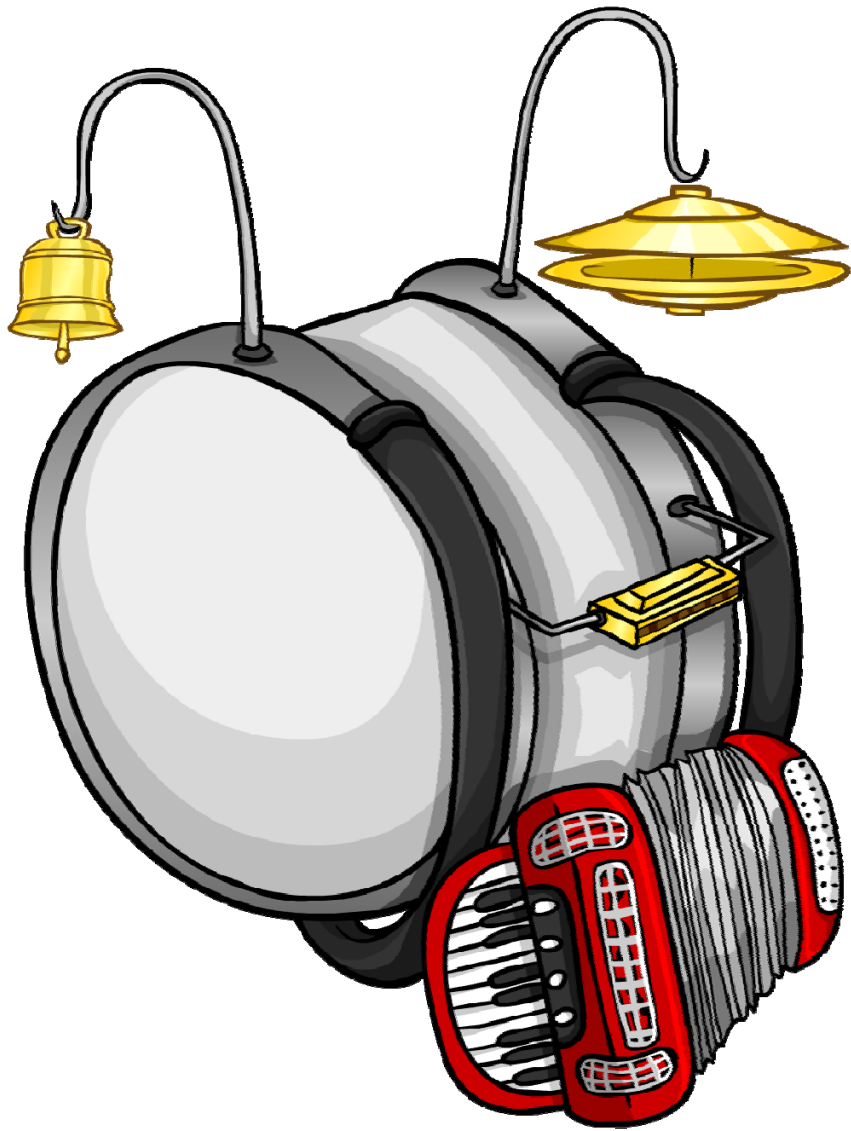
Scientists use specific language with lots of jargon.



- let's meet
in the middle

Journalists speak conversationally to connect with their audiences.

● THERE



Today's
journalists are
required to do
it all...

**Jack-of-all-
media trades.**



Scientists need to learn similar skills.

Communicate your own science to **non-experts**.

K-State Collaborations





Informal presentations and discussion of scientific topics of public interest in an informal setting at a local coffee shop.



Featuring a brief, informal presentation by a local scientist followed by lively conversation.



A family friendly come-and-go event with hands-on activities to discover this fascinating world.

Science
Communication



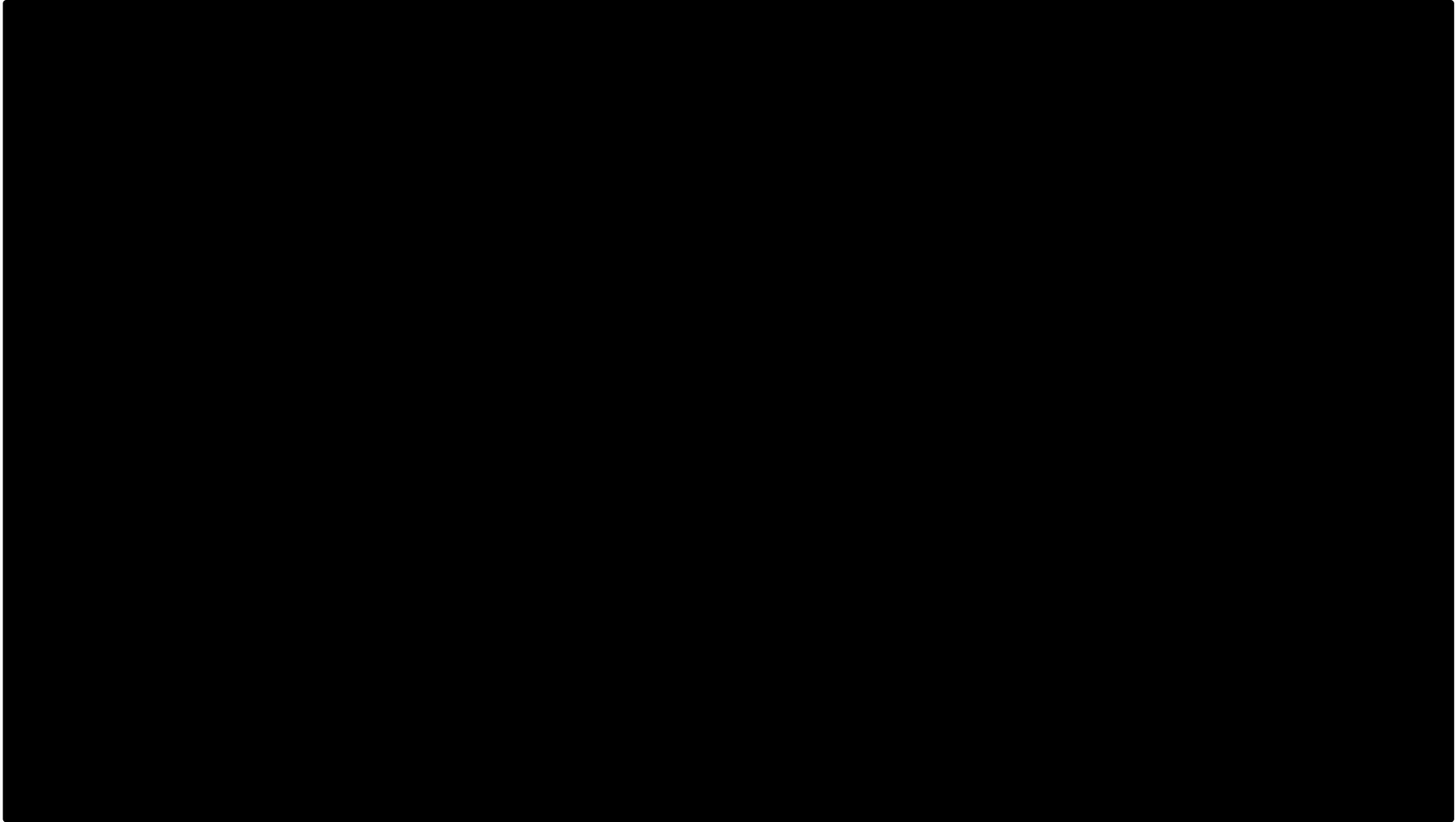
A network of researchers, professionals, graduate students and post-graduate students working to connect the community to science and elevate the understanding of science-related work taking place in the region.

K-State
Collaborations



First time ever!!!

Maize Mosaic Virus

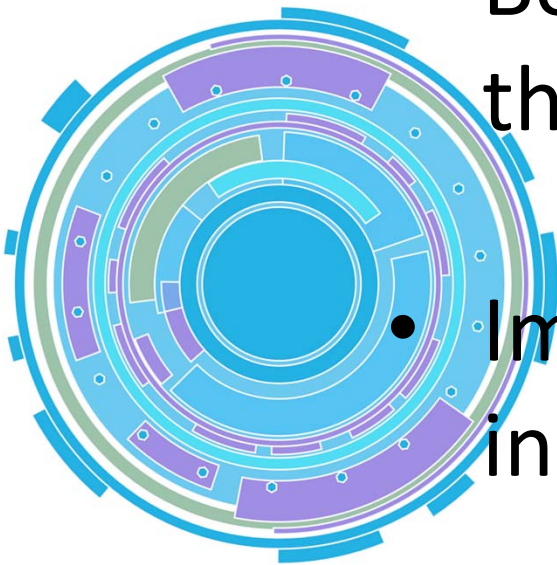


Video Distribution



Results for Journalists

- Improve skills for interpreting complex stories of all types: Science, Financial, Political, etc
- Become better storytellers for their local community.
- Improve the quality of journalism in mainstream media.





Join the Fun!

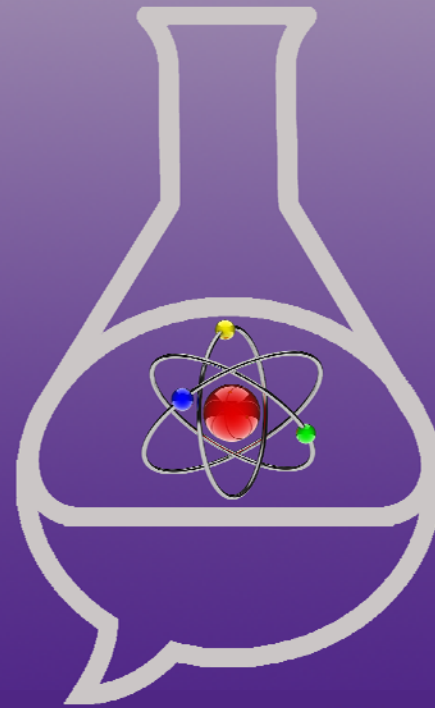
- Contact your Public Information Officer (PIO) or NSF Office of Legislative and Public Affairs (OLPA).
- Simultaneously contact your NSF Program Director.

When to contact NSF

- You are thinking of writing or have written a press release.
- You would like to quote a Program Officer at NSF in your media product.
- You would like NSF to publish your press release on NSF's website.
- You would like to share an interesting result of your NSF-funded research that is not breaking news.
- You would like to share video/pictures research or Broader Impact activities.



Science Communication



KANSAS STATE

UNIVERSITY