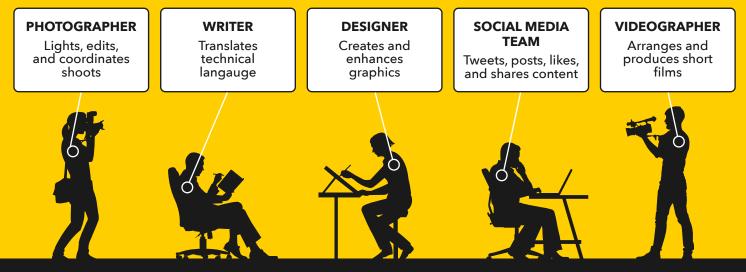
# MICHIGAN TECH SCI COMM 101

**Science Communication (Sci Comm)** is the art of telling research stories in non-technical terms.

## **KNOW YOUR CREATIVE TEAM**

**Sci Comm** requires many different skills. Here are a few roles you may encounter as you go through interviews, help edit for accuracy, and share your work:



# IMPORTANT () () ()



#### TIMING IS KEY. WHY DO PEOPLE WANT TO HEAR YOUR STORY NOW?

Let your creative team know **when a new journal article gets accepted**–it may be too late for a news release after the paper is published online–and consider what ties the research topic to headlines or dinner table conversations.

# **GET STARTED**

Make your story matter. Before you do an interview with a creative team, pull together information that will help shape tone, length, depth, and accessibility:



WHO (target audience(s)-be specific)WHAT (key message with two or three main points)WHERE (list of media outlets or industry pubs of interest)

Your creative team will help you figure out **HOW** to share your story.



## **HOW CAN WE SHARE YOUR STORY?**

There are many storytelling options and more is not necessarily better. Work with your creative team to tailor the **HOW** to your **WHO**, **WHAT**, **WHERE**.

#### MICHIGAN TECH'S CREATIVE TEAMS WORK ON:

- Magazine stories
- Department newsletters and annual reports
- Publications for centers and institutes
- News releases
- Unscripted features, guest blogs, photos + captions
- Lab tours
- Expert pitches
- Targeted media pitches
- Videos
- Infographics and modified figures
- Facebook, Twitter, LinkedIn, Instagram, SnapChat

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Are you trying to reach a non-technical audience?



Do they need this information quickly?

Would extra visuals make the story more engaging?

### **BEST PRACTICES AND RESOURCES**

PREPARE	<b>Sci Comm</b> is all about distilling complex information; planning ahead makes it easier to get the most accurate key message across quickly to the right people.
<b>GO VISUAL</b>	Make sure you have three to four beautiful images to pair with any written copy; videos increase a story's visibility.
EMBARGOES	Official journal embargoes can increase news coverage by up to 60 percent; talk with the creative team's writer and journal editor.
<b>BE PATIENT</b>	You know your work best and the creative team knows their work best; multiple revisions are expected, so plan to stay open to suggestions that make the work more accessible.

Resources: mtu.edu/news | mtu.edu/unscripted | TK: www.mtu.edu/engineering/share-research CrossTalk: "5 ways scientists can help their media relations team" | The Plainspoken Scientist: "#SciWords: 1 word, multiple meanings"



### **QUESTIONS? GOT A STORY TO TELL?**

Allison Mills, Director of Research News, awmills@mtu.edu, office: 7-2343, cell: 906-231-4271