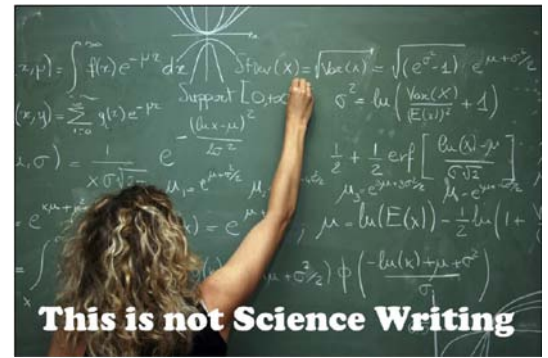


Communicating Your Science: Writing for the Public

Professional Development Series (PDS)



Are you interested in telling others about your research? Do you want to share your passion for science/engineering with the public? There are many instances when scientists and engineers need to communicate to "the public", but it is not always obvious how to do this effectively. A lack of knowledge about this form of communication can result in missed opportunities to engage the public, or even worse, a misinformed public. This hands-on five-part series will introduce you to the methods used to engage a lay audience and guide you step-by-step through writing an article for publication. One article produced by participants will be selected for publication in The Santa Barbara Independent. This is a great opportunity!

****Participants must commit to entire series "B"- "E". Space will be limited to 30 participants.****

Session A: "From Journal Article to News Story: Writing About Science to Lay Audiences" – Janet Mizrahi (Continuing Lecturer, Writing Program) – Friday, April 5th, 10-11AM, Elings Hall 1601

Communicating complex ideas to people with less knowledge than you takes skill and careful crafting. This workshop will examine the elements of news articles that "translate" complex scientific ideas into language non scientists can digest.

Session B: "The Opening" – Craig Cotich (Writing Program) – Wed, April 10th, 3:30-5PM, Elings Hall 1601

This session will focus on the openings of science articles, from the traditional news article to longer-form journalism. We'll look at a range of examples to discuss the strengths and weaknesses of each. To get the most out of this session, consider bringing in a "working" first paragraph of your own article. We will have time at the end to peer review others' work.

Session C: "The Middle and The End" – Karen Lunsford (Writing Program) – Wed, April 17th, 3:30-5PM, Elings Hall 1601

Continuing to compose your article, this session, led by Prof. Karen Lunsford, will discuss how to structure the meat of your story in a clear and compelling manner while holding your reader's interest until the end of your article. Participants should bring their working drafts for in-class time for review.

Session D: "Science Writing at The Indy" – Matt Kettmann (Senior Editor, The Independent), Amy Smith (Copy Chief, The Independent), Craig Cotich (Writing Program) – Mon, April 22nd, 3:30PM-5PM, Elings Hall 3001

In this session, we'll hear from Matt Kettmann (Senior Editor, Independent) and Amy Smith (Copy Chief, Independent) from The Santa Barbara Independent. They will share their experiences working with science writers and writing science articles for the general public. They'll also discuss the types of writing favored by The Indy's readers, which will help you tailor your article to an SB audience.

Session E: "Wrapping Up and Sending Off to The Indy" – Karen Lunsford (Writing Program) – Mon, April 29th, 3:30PM-5PM, Elings Hall 1601

This session will conclude the series with an intense session of reviewing your article, making edits and preparing the piece for submission to The Independent.