Selling Ourselves: Promoting and communicating research on campus and beyond
Child & Family Research Network
10/30/13

Resources:


FrameWorks Institute: http://www.frameworksinstitute.org/

This is the organization referred to in the Shonkoff & Bales (2011) article. The site has eworkshops, blogs, and other materials that describe useful ways to “frame” science. They provide examples of simplifying concepts, creating useful metaphors, how to answer questions effectively, op-eds etc. The site has documents/resources on each of the following topics:

- Adolescence
- Child Abuse and Neglect
- Child Mental Health
- Child Nutrition
- Children’s Oral Health
- Early Childhood Development
- Early Childhood Development and Budgets and Taxes

From Amazon.com: To convey the facts, this book suggests, scientists must take a more active role in making their work accessible to the media, and thus to the public. In Am I Making Myself Clear? Cornelia Dean, a distinguished science editor and reporter, urges scientists to overcome their institutional reticence and let their voices be heard beyond the forum of scholarly publication. By offering useful hints for improving their interactions with policymakers, the public, and her fellow journalists, Dean aims to change the attitude of scientists who scorn the mass media as an arena where important work is too often misrepresented or hyped. Even more important, she seeks to convince them of the value and urgency of communicating to the public.

Am I Making Myself Clear? shows scientists how to speak to the public, handle the media, and describe their work to a lay audience on paper, online, and over the airwaves. It is a book that will improve the tone and content of debate over critical issues and will serve the interests of science and society.
from Amazon.com: Most scientists and researchers aren’t prepared to talk to the press or to policymakers—or to deal with backlash. Many researchers have the horror stories to prove it. What’s clear, according to Nancy Baron, is that scientists, journalists and public policymakers come from different cultures. They follow different sets of rules, pursue different goals, and speak their own language. To effectively reach journalists and public officials, scientists need to learn new skills and rules of engagement. No matter what your specialty, the keys to success are clear thinking, knowing what you want to say, understanding your audience, and using everyday language to get your main points across.

In this practical and entertaining guide to communicating science, Baron explains how to engage your audience and explain why a particular finding matters. She explores how to ace your interview, promote a paper, enter the political fray, and use new media to connect with your audience. The book includes advice from journalists, decision makers, new media experts, bloggers and some of the thousands of scientists who have participated in her communication workshops. Many of the researchers she has worked with have gone on to become well-known spokespeople for science-related issues. Baron and her protégées describe the risks and rewards of “speaking up,” how to deal with criticism, and the link between communications and leadership. The final chapter, ‘Leading the Way’ offers guidance to scientists who want to become agents of change and make your science matter. Whether you are an absolute beginner or a seasoned veteran looking to hone your skills, Escape From the Ivory Tower can help make your science understood, appreciated and perhaps acted upon.

From Amazon: Explaining Research is the first comprehensive communications guidebook for scientists, engineers, and physicians. Drawing on knowledge gleaned from a forty-year career in research communications, Dennis Meredith maps out how scientists can utilize sophisticated tools and techniques to disseminate their discoveries to important audiences. He explains how to use websites, blogs, videos, webinars, old-fashioned lectures, news releases, and lay-level articles to reach key audiences, emphasizing along the way that a strong understanding of the audience in question will allow a more effective communication tailored to a unique background and set of needs. In addition to drawing on the experience of the author, the book also includes excerpts from interviews with 45 of the country's leading science communications experts, including academics, authors, journalists, and public information officers.

As the “information age” places new demands on scientists, Explaining Research will be a valuable resource not only for current professional scientists, but also for students who are the voice of the science community's next generation.