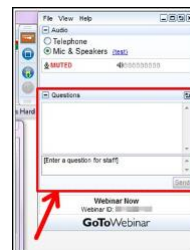
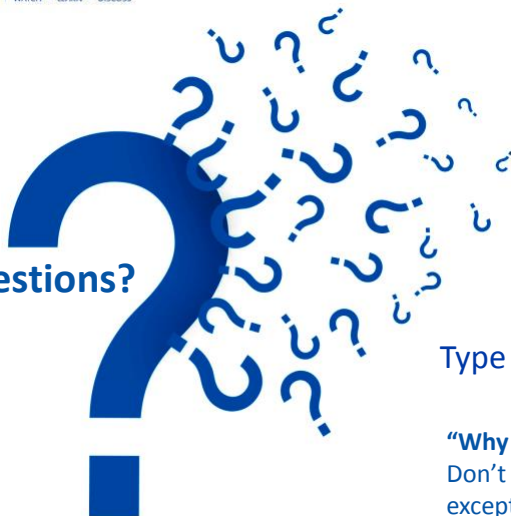




Have Questions?



Type them into questions box!

**“Why am I muted?”**

Don't worry. Everyone is muted except the presenter and host. Thank you and enjoy the show.

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- Find a job
- Effectively use research tools like SciFinder® and ACS ChemWorx
- Communicate your science
- Write grant proposals
- Build industry partnerships
- Prepare for a changing employment landscape

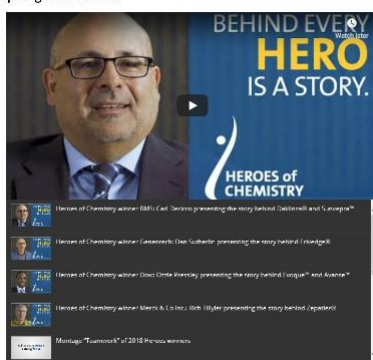
<http://acsoncampus.acs.org>

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Inspiring Hero Stories



[View All Past Recipients >>](#)

*The ACS Heroes of Chemistry Award is the Annual award sponsored by the American Chemical Society that recognizes talented industrial chemical scientists whose work has led to the development of successful commercialized products ingrained with chemistry for the benefit of humankind.*

2018 Winners:

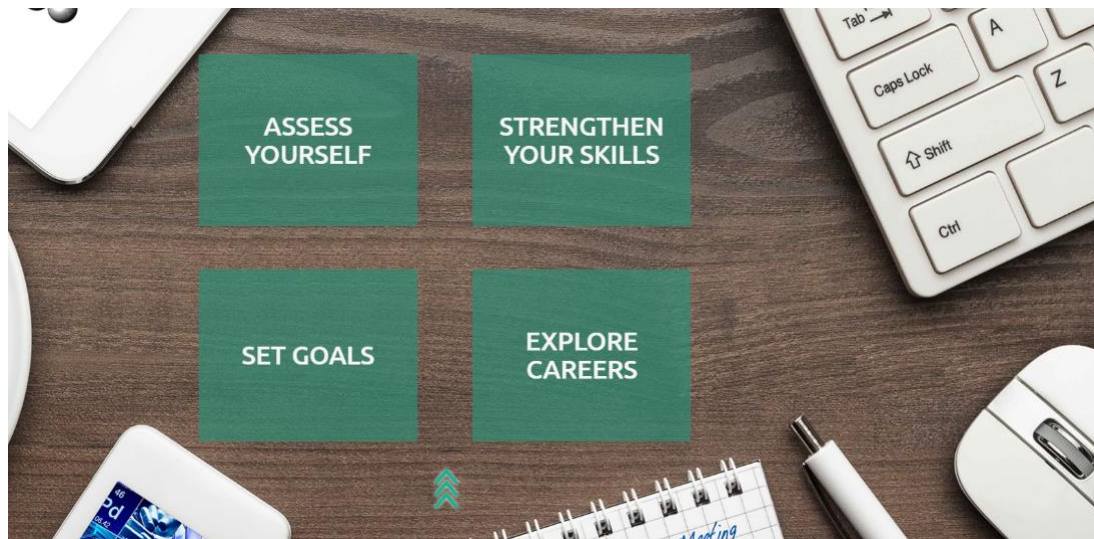


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## Register for a Professional Education course that meets your training needs!



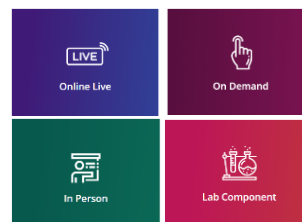
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ACS member and early bird discounts are available. **Explore courses in a variety of topics and delivery methods.**

### Course Categories



### Course Formats



<https://www.acs.org/proedweb>

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### Essential Workplace Skills for STEM Industry Professionals

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**Tuesday, August 27<sup>th</sup> | 9 AM – 4 PM | San Diego**



#### Topics:

- *Presenting Data Effectively to Management* Mark Jones, Executive External Strategy and Communications Fellow, Dow Chemical
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San Diego, CA  
Aug 27, 2019

Prices start at  
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Registration Info

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# KNOWING YOUR AUDIENCE

Top Tips for Communicating  
**YOUR SCIENCE**



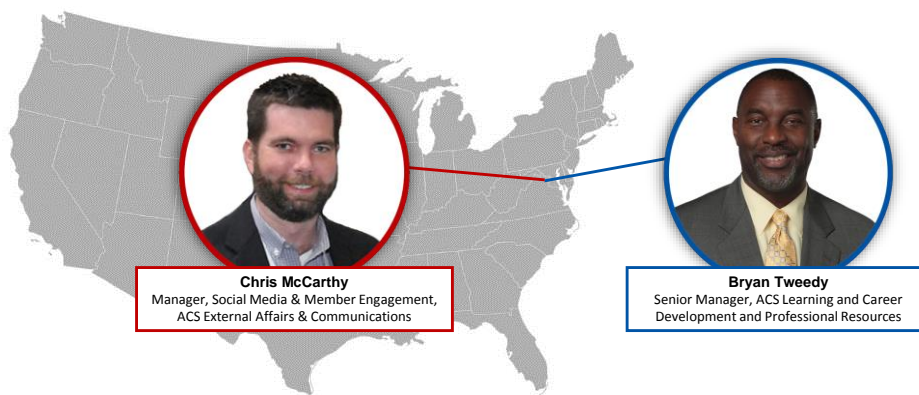
THIS ACS WEBINAR WILL BEGIN SHORTLY...

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## Top Tips for Communicating Your Science: Knowing Your Audience



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## Why do you want to be better at communicating your science?



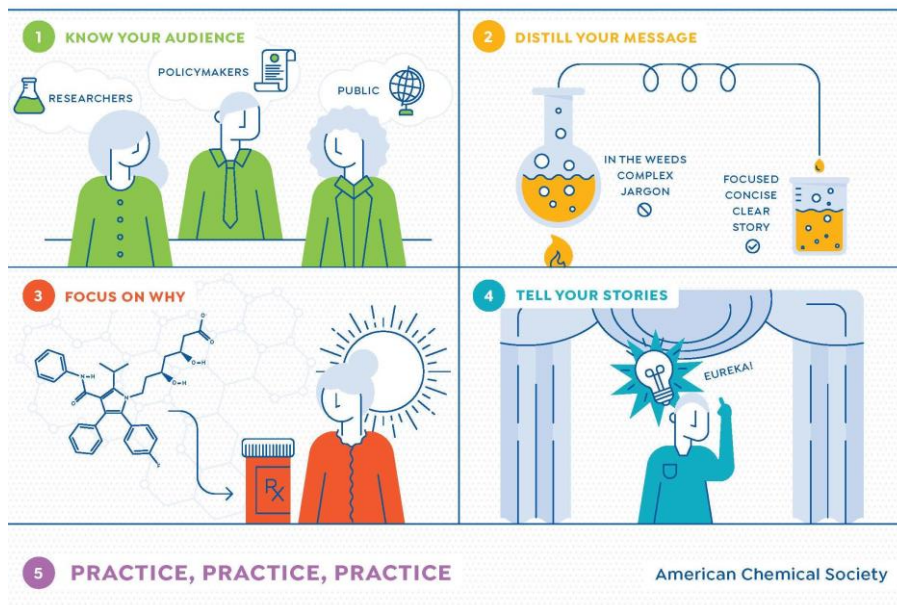




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## SPEAKING SIMPLY

Tips for communicating science



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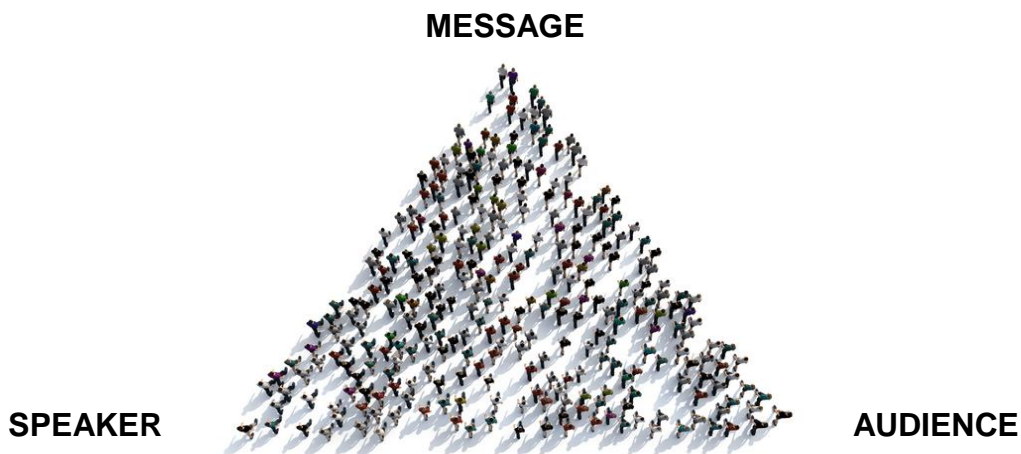
“ ***Not knowing your audience is like throwing darts at a dartboard with the lights off.*** ”

**Anthony Leiserowitz, Ph.D.**, Director of the Yale Program on Climate Change Communication





## Knowing Your Audience



Communication relies upon the relationships between the speaker, the message, and the audience.

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## Who Are They?



- **Other researchers? Policymakers? Neighbors? Children and Parents?**  
Try not to default to “General Public.”
- **Are there cultural differences you need to be aware of?** Consider the demographics of the group.
- **What is their frame of reference?**  
Especially important for storytelling or analogies.

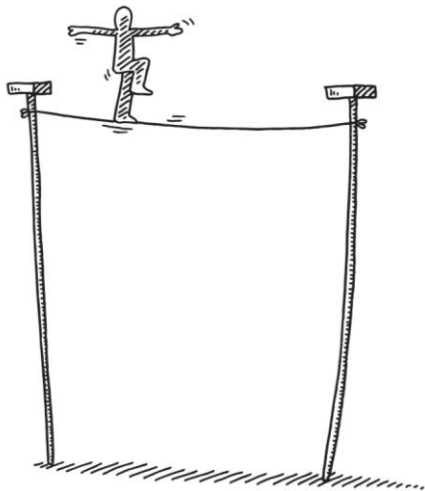


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## What Do They Know Already?



- Don't think of science communication as “**dumbing down.**”
- Find balance between respecting your audience's intelligence and overestimating their existing knowledge or training.

## Audience Survey Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



**How Much Does the Average American Know about Science?** According to a Pew Research Center study published in March 2019, what percentage of Americans were classified as having “**high science knowledge**” (answering 80% or more questions correctly on a general science quiz):

- About one in ten people
- About three in ten people
- About four in ten people
- About five in ten people
- About six in ten people

*\* If your answer differs greatly from the choices above tell us in the chat!*



## What Do They Want To Know?



- The last thing you want an audience to think is “so what?”
- Find the connection between what matters to them and what matters to you.



## What Do You Want Them To Remember?



Please Notice This



- Have a **takeaway message** in mind—the one thing you want them to remember.
- If you're speaking to an audience you're trying to persuade to take an action, **make that clear**.





## Audience in Action

### Exhibit A: Press Release



FOR IMMEDIATE RELEASE | November 27, 2018

# The American Chemical Society urges action to address climate change

WASHINGTON, Nov. 27, 2018 — In light of the recent release of the Fourth National Climate Assessment Volume II, the American Chemical Society (ACS) urges policymakers to work together to address humanity's role in climate change and reduce greenhouse gas (GHG) emissions. The report is deeply concerning, and it should move the administration and Congress to take immediate steps to deal with this growing crisis.

The report focuses on the increasing seriousness and frequency of weather-related events and their devastating impacts. Its findings represent a comprehensive look at the state of both climate science research and the effects of uncontrolled GHG emissions.

#### Media Contact

ACS Newsroom  
[newsroom@acs.org](mailto:newsroom@acs.org)

Katie Cottingham, Ph.D.  
 301-775-8455  
[k\\_cottingham@acs.org](mailto:k_cottingham@acs.org)



## Audience in Action

### Exhibit B: Policy Statement



# Global Climate Change

ACS Position Statement

[PDF Version](#)

The Earth's climate is changing in response to increasing concentrations of greenhouse gases (GHGs) and particulate matter in the atmosphere, largely as the result of human activities. Chemistry is at the heart of understanding the climate system and integral to addressing the development and deployment of new emission reduction technologies and clean energy alternatives. The American Chemical Society (ACS) acknowledges that climate change is real, is serious and has been influenced by anthropogenic activity. Unmitigated climate change will lead to increases in extreme weather events and will cause significant sea level rise, causing property damage and population displacement. It also will continue to degrade ecosystems and natural resources, affecting food and water availability and human health, further burdening economies and societies. Continued uncontrolled GHG emissions will accelerate and compound the effects and risks of climate change well into the

#### Position in Brief

- Reviews the science and recommends action on reducing greenhouse gases as well as climate change adaptation strategies
- Encourages continued research and funding into the effects of climate change, while also emphasizing the importance of educating the public on the issue



## Audience in Action

Exhibit C: Educational Video



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## Audience in Action

Exhibit D: Article for Children



**Climate Science:**  
More Than Just A Weather Report

**C**limate science is the study of weather and the conditions that affect the weather we experience at different times of the year, around the world. **Meteorologists** are scientists who have been trained to study and predict weather. It is important that we continue to improve scientific understanding of climate science and how we can predict dangerous, long-term changes in climate.

Climate on earth involves complex interactions between energy from the sun, oceans, land, clouds, rain, and polar ice.

**By George Fisher**

do not fully explain the climate changes such as global warming that have occurred over the last century. Human activities also contribute to climate change. Billions of tons of **carbon dioxide** (CO<sub>2</sub>), **particles** (called aerosols), and other heat-trapping gases (known as **greenhouse gases**) are released into the atmosphere every year (read more about these terms in the following pages). Reducing these air-polluting emissions is one way we can change our climate for the better. We can prepare for likely climate changes and reduce their effect by processes known

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## Audience Survey Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



**How Does the Public Feel about Science?** According to a 2018 research from Science Counts, what feelings about science are most frequently expressed by members of the public?

- Joy & Excitement
- Boredom & Indifference
- Caution
- Hope
- Disbelief

*\* If your answer differs greatly from the choices above tell us in the chat!*



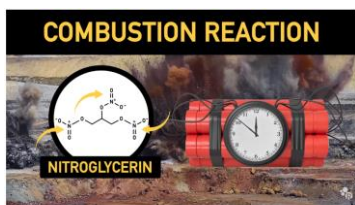
## SPEAKING SIMPLY

Tips for communicating science

<p><b>1 KNOW YOUR AUDIENCE</b></p>	<p><b>2 DISTILL YOUR MESSAGE</b></p>
<p><b>3 FOCUS ON WHY</b></p>	<p><b>4 TELL YOUR STORIES</b></p>
<p><b>5 PRACTICE, PRACTICE, PRACTICE</b></p> <p style="text-align: right;">American Chemical Society</p>	



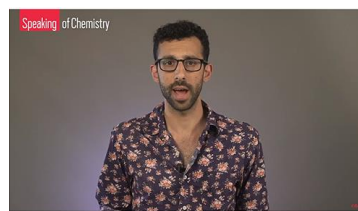
## Be in the Audience



What Does the Moon Smell Like?



ACS Orbitals



Why archeology needs chemists - Speaking of Chemistry

c&en's  
**STEREO**)))  
CHEMISTRY

- Follow the hashtag **#scicomm** on social media to see what others are doing, to find and network with peers.
- Subscribe to a science podcast or video series.



## ACS Resources for Communicators



- Discover ways to communicate better [www.acs.org/communicate](http://www.acs.org/communicate)
- Advocate for science with policymakers and lawmakers [www.acs.org/act4chemistry](http://www.acs.org/act4chemistry)
- Get involved with promoting chemistry in your community [www.acs.org/outreach](http://www.acs.org/outreach)







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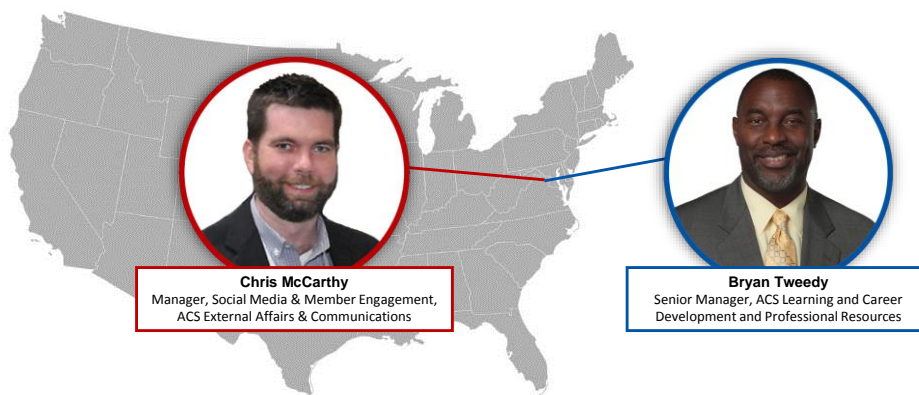
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### Top Tips for Communicating Your Science: Knowing Your Audience



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