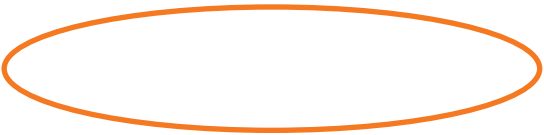


Connecting with Your Audience: A SciComm Worksheet (Front)

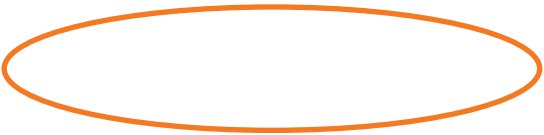
- 1. Name your target audience, and write it **BIG** in that circle over there   
- 2. In the left column, explain your research as you would to a colleague in your field.
- 3. In the middle, think about ways your audience relates to and feels about your research.
- 4. In the right column, translate your research explanations for your target audience, tailored to their context and culture. Consider using metaphors and other devices.



	Your Explanation.	Your Audience's Context and Culture: What Do They Know / Care / Worry About?	Your Explanation, Translated for Your Audience.
What Do You Do? (Job & Expertise)			
What Are You Studying?			
What Did You Find, or Hope to Find?			
Why Should I Care? (Implications)			
How Did You Do It? (Methods)			
Key Concept or Jargon?			

Connecting with Your Audience: A SciComm Worksheet (Back)

- 1. Name your target audience, and write it **BIG** in that circle over there   
- 2. In the “Talking Points” boxes, write up to three key messages you want your audience to remember the most about your research.
- 3. Then, weaving together your talking points with your translations from the front page, write a short script explaining your research to your target audience.



Your three talking points. At minimum, address the question “Why should I care?”

Your short script. Match your tone to the intended setting (e.g. media interview, policy briefing, outreach fair, first date).

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