

# Communicating Our Science

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Queen Mary, University of London  
IOP HEPP and APP Meeting  
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# Why Outreach?

## What we are told...

- Public Image / Funding
- Feeding back enthusiasm
- Put work into wider context
- Fun – why not

## Some more reasons...

- You learn things
- Keeps you sane
- Improves your public speaking / question answering.
- Free beer!

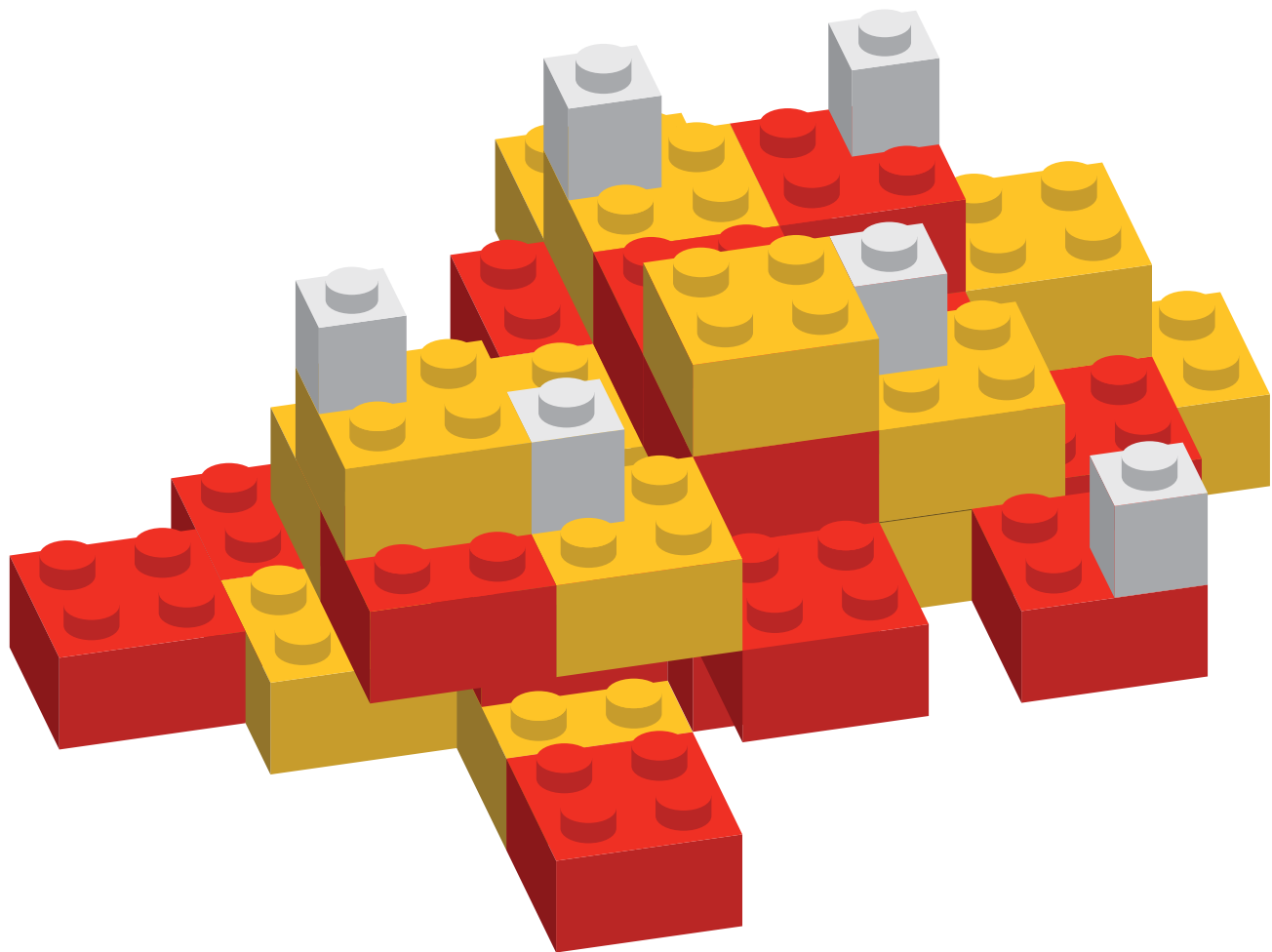
# Target Audiences

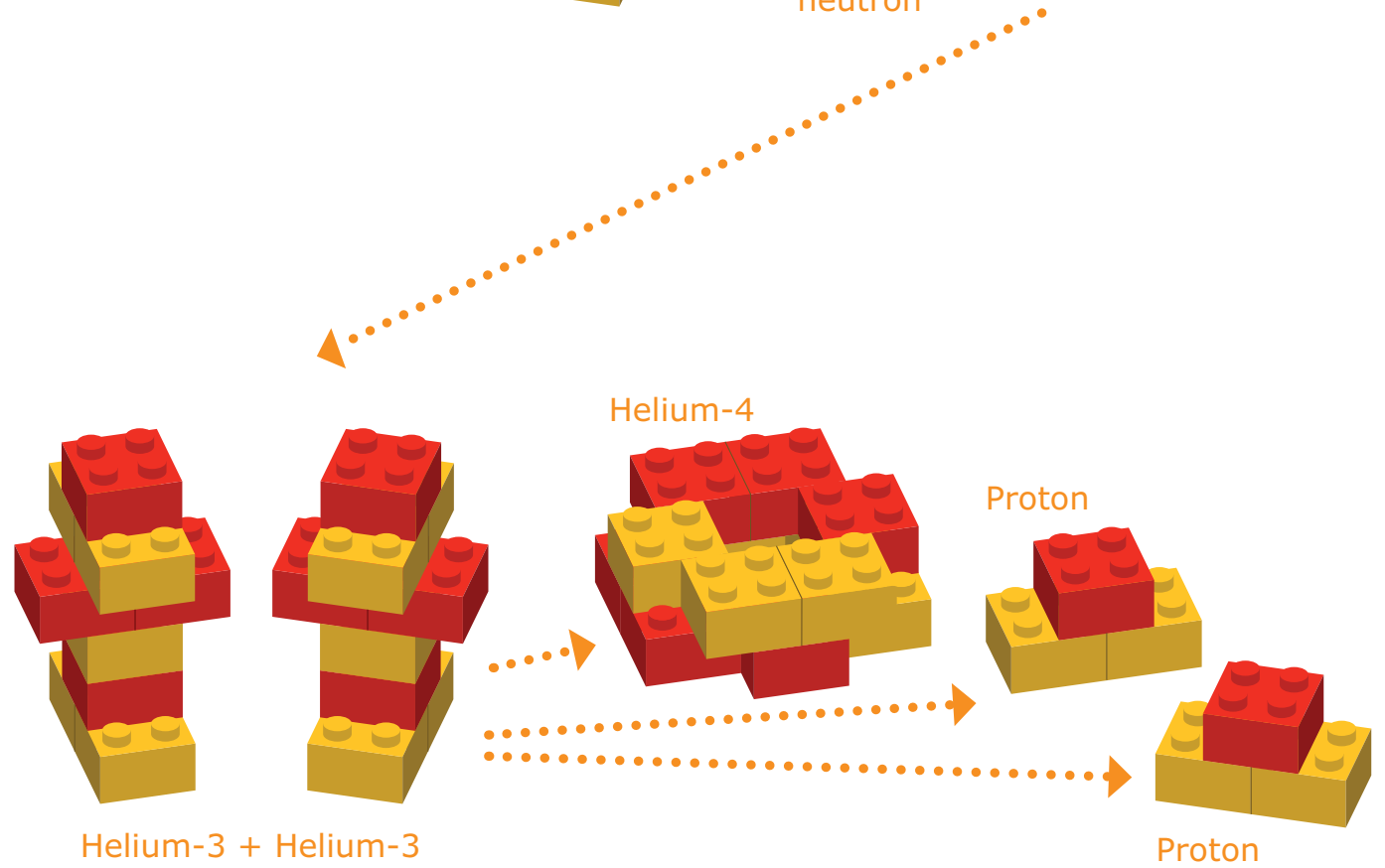
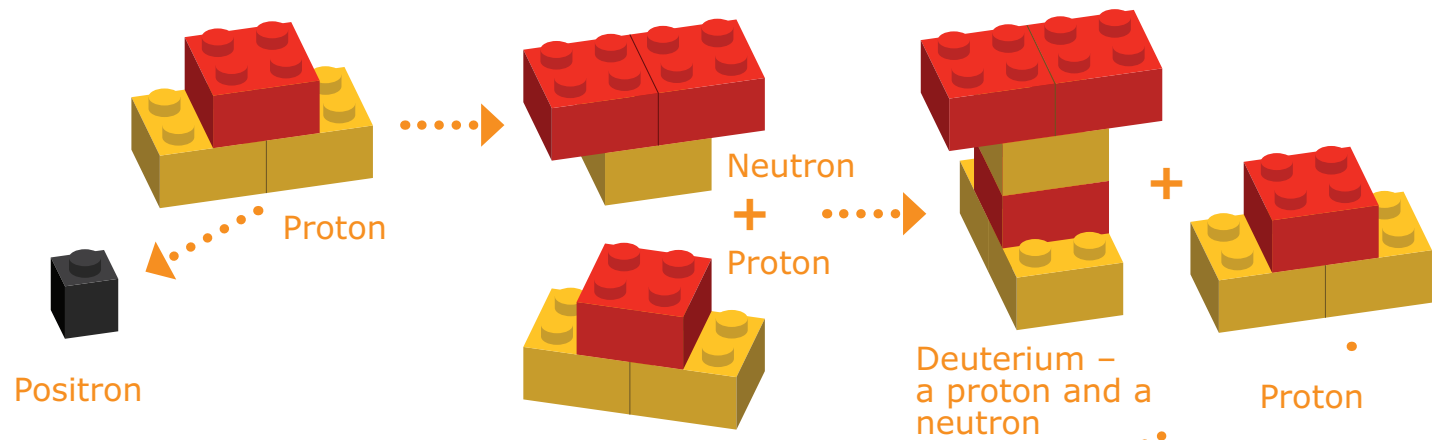
- School students
- Parents
- Teachers
- Science inclined public
- New audiences; non science inclined public
- Policy makers
- *Media professionals*
- *Everyone!!!*











**I'm a  
Scientist  
Get me out of here**

# Some Outreach Opportunities

## STFC support for you

- Small Awards
- Large Awards
- Public Engagement Personal Fellowships
- Free media and communication skills courses
- Further information see: <http://www.stfc.ac.uk/Public+and+Schools/1281.aspx>

## IOP

- [Public Engagement grant scheme](#)
- [Many outreach workshops](#)

## British Science Association

- [Media Fellowships](#)
- [Science Communications Conference](#)



# More Outreach Opportunities

**Cosmic Rays Centenary 2012:** Cosmic Ray broadsheet, exhibit at Royal Society

**National Coordinating Centre for Public Engagement (NCCPE)** – Has advice, toolkits, training courses- please do use it! See:

<http://www.publicengagement.ac.uk/>

**Research Excellence Framework** - Public Engagement will be included in impact assessment from 2014.

**Pathways to Impact** - Grant applicants need to show plans about Public Engagement and Knowledge Exchange. Can ask for PE funds.

**Research Councils UK (RCUK)** - Catalyst Grants being announced for embedding of PE at Institutional level. Plan to replace Researchers in Residence.

Your  
Science  
Needs  
YOU!



#IoPQMUL2012