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Type: **Oral Presentation**

CANCELLED How to effectively communicate with the public about your research

Tuesday, July 30, 2019 5:30 PM (18 minutes)

I am president and founder of Academy Communications, a national media-relations firm specializing in higher education institutions. We help faculty researchers at colleges and universities across the country communicate their work and insights more effectively with major news media, in addition to other services.

I am also a writer, editor and speaker, a former on-campus communicator for arts, sciences and engineering at Tufts University—and a member of New England Science Writers.

I'm interested in delivering a 15-minute talk about education or outreach to a group of mostly early-career physicists at your conference in Boston this summer.

For over 30 years, I have been helping some of the nation's brightest scientists learn how to effectively communicate with the public about their research, how to talk to reporters, the process of reporting on a scientific result, and how to work most effectively with the on-campus communications professionals at their colleges and universities.

I would be happy to develop a 15-minute session that would enlighten and inform your group. This would not be a sales pitch for my firm, but a valuable and helpful presentation to help advance more effective science communication. It would include handouts and a Q&A.

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Session Classification: Education & Outreach

Track Classification: Education & Outreach