

"Communicating research to the international media"

By: Dr Djuke Veldhuis

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Talk abstract:

I often hear researchers question why they should communicate their research to anyone other than fellow scientists. "Isn't publishing in an academic or technical publication enough?" they ask. The simple answer is 'no'. Researchers have a duty to take on a public role, because research is often funded by governments and tax payers. These people have a right to know what the outcomes and advances made by your research are. In addition, a well-informed public that is aware of the research happening in one's country is likely to be much more supportive of future projects.

For the researcher, the very act of having to explain your research to a non-specialist audience (e.g. a journalist or a member of the public), is likely to improve their research and chances of obtaining future grants. By speaking to international journalists, researchers and their institutions can raise their country's profile and reach out to potential collaborators, students and overseas funding.

In this talk I will explain some of the best ways to communicate your research. Not only the way to communicate, but also what to focus on and ways of dealing with foreign journalists will be covered. Once you understand what they want and how research is publicised, you are in a much better position to distribute your research effectively and to a wider audience.

Audience:

The talk will be particularly useful to researchers and university press and communication teams. Dr Veldhuis is however more than happy for anyone who is interested to attend the talk. The talk will be followed by a 'Question & Answer' session where people are encouraged to raise and questions, concerns or issues they have had when publicising or speaking about their research to the press or public.

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