


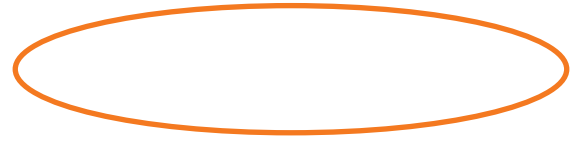


Connecting with Your Audience: A SciComm Worksheet (Front)

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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