

# 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.

**Riparian Landowners**

|                                      | Your Explanation.  | Your Audience's Context and Culture:<br>What Do They Know/Care/Worry About?         | Your Explanation,<br>Translated for Your Audience.  |
|--------------------------------------|--|---|---|
| What Do You Do?<br>(Job & Expertise) | Waterfowl biologist working to conserve habitat and increase Wood Duck population.   | Protecting their land.<br>Stewarding their land.<br>Hunting?<br>Land use & access.  | I study waterfowl, like the Wood Duck, which live in trees and have lost 95% of their natural habitat.  |
| What Are You Studying?               | Nesting, hatch, and return rates of female Wood Ducks.   | Ag/crop cycles.<br>Restrictions on land use.  | With the help of volunteer landowners, we're looking at how we can provide nesting sites to Wood Ducks and help increase their population.  |
| What Did You Find, or Hope to Find?  | Wood Ducks return to the same or nearby nesting sites annually, and have higher success/hatch rates in man-made & monitored nest cavities.                         | Restrictions on land use.   | It was exciting to see the same duck returning to the same nest box, year after year, and hatch dozens of ducklings each time.  |
| Why Should I Care?<br>(Implications) | Wood Ducks were once nearly extinct, and are a beautiful & integral riparian species. This study shows that man-made cavities can provide habitat for the species. | Improving their property.<br><br>Additional scientific obligations.<br><br>Hunting. | By working together, landowners and scientists can create habitat for a species that's beautiful and also legal to hunt. More nest sites = more ducks = more recreation & enjoyment.    |
| How Did You Do It?<br>(Methods)      | Gathering consistent & timely data on nests & hens across various properties in California. And banding hens.  | Access & privacy on their land.   | Worked together w/ landowners across the state to install & check on nest boxes. Had field days together to show landowners how to inspect eggs, band hens, etc.                        |
| Key Concept or Jargon?               | <ul style="list-style-type: none"> <li>- habitat</li> <li>- waterfowl</li> <li>- hatch rate/success</li> <li>- banding</li> </ul>                                  | Limited understanding of wildlife biology terms.                                    | <ul style="list-style-type: none"> <li>- nesting areas/nest boxes</li> <li>- ducks, geese, swans</li> <li>- how many eggs hatched per nest.</li> <li>- metal bracelet w/ ID#</li> </ul> |

# 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.

## Riparian Landowners

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

By working together, landowners & scientists have provided more nesting sites for Wood Ducks, which has increased the Wood Duck population and created a healthier habitat & more recreation opps.

Thanks to regular monitoring and dedicated landowner partners, we now know that Wood Ducks will come back to the same nesting site year after year to hatch another batch of ducklings.

Partnerships between landowners and scientists can create a visible difference and improved conditions for both animals and outdoor enthusiasts.

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

(Setting: public information meeting for local landowners)

My name is Kelly Conroy with Acme University, and I study waterfowl like the Wood Duck, and ways to help their populations increase.

By working together, landowners & scientists have successfully increased Wood Duck populations, which creates healthier ecosystems and more opportunities for outdoor enthusiasts, including bird watching & hunting.

In partnership with landowners, biologists have created man-made nesting sites where we've been able to watch as Wood Duck hens return to the same nesting site, year after year, to hatch another batch of ducklings.

By regularly monitoring each nest and attaching metal bands with ID numbers to the legs of nesting hens, we've collected important information, improved conditions for the Wood Duck population, and built valuable & fun partnerships with landowners across California.

Thank you for your time, and I'm happy to answer any questions!