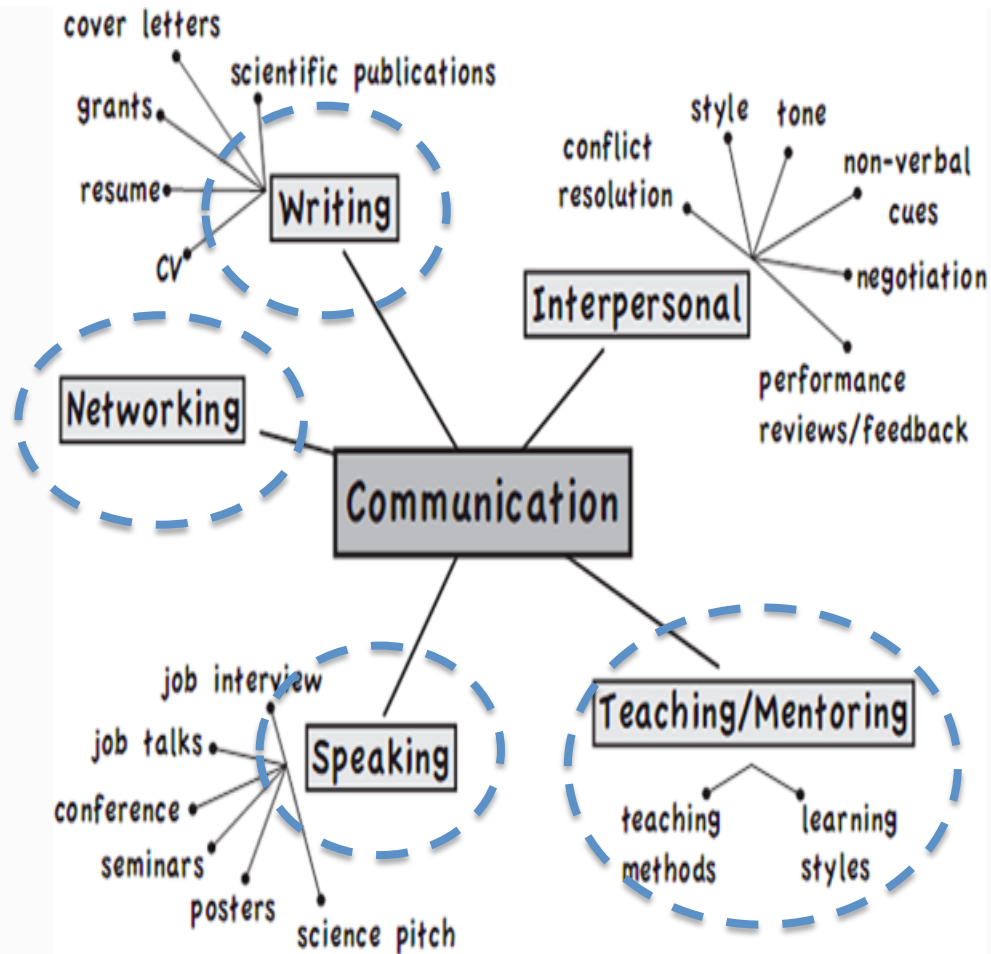


# Communication is a key feature of living beings



**Effective, Clear and, sometimes, Fast !**

# Scientists are a sub-specie of living beings



# Writing a press release

**Make a story out of it**

**Keep it short and concise**

**Begin with an engaging headline**

Who should read it ?

**WWWWW(H)**

What; Where; When; Who; Why; How

**Provide some key quotes**

# Science in a nutshell

**From 1 year of work to 10 minutes show**

**From a PhD manuscript to 10 lines of text**

**From 3 years of research to a 30 seconds elevator pitch**

**From a conference to a sentence**

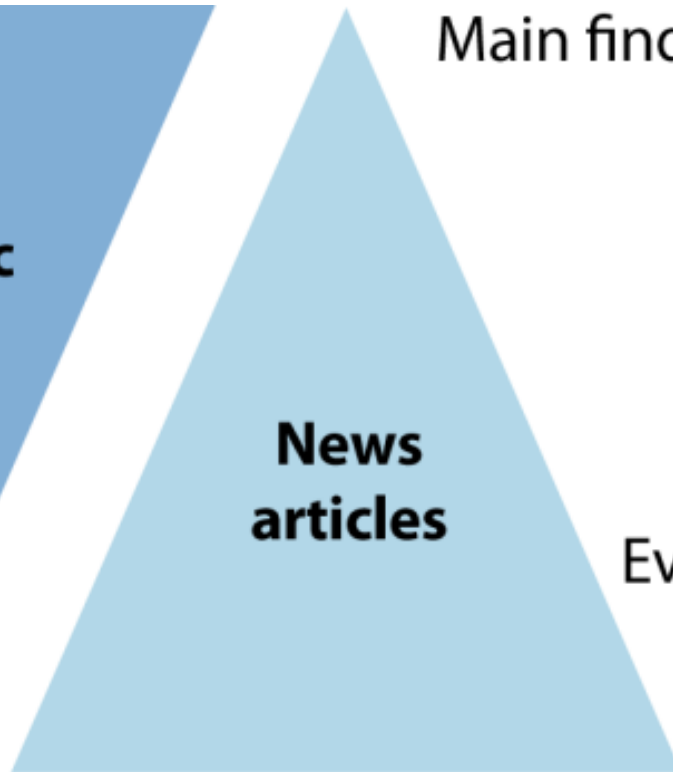
Background



Evidence and supporting details

Conclusions and main findings

Main findings



News articles

Evidence and supporting details

# Exercise

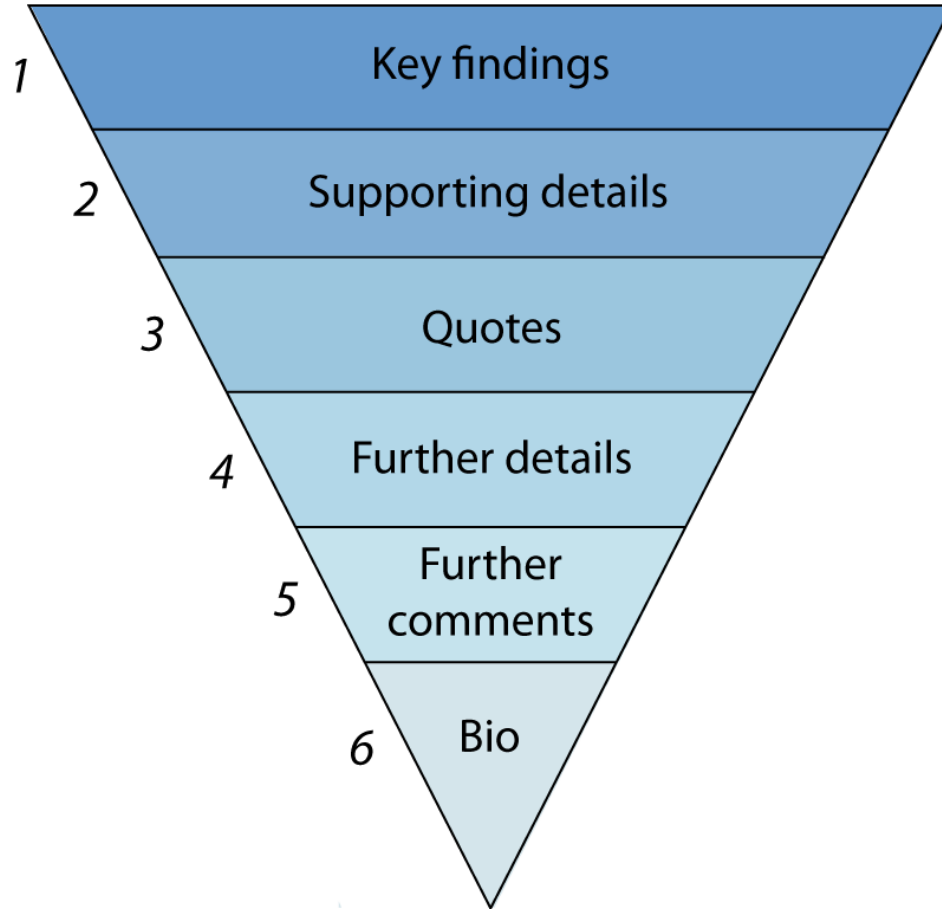
In group of 6 ...

Pick up your preferred scientific paper from ACAM or in alternative one of these:

[https://link.springer.com/article/  
10.1007%2Fs00382-015-2775-y#page-1](https://link.springer.com/article/10.1007%2Fs00382-015-2775-y#page-1)

[http://www.atmos-chem-phys.net/  
15/1573/2015/](http://www.atmos-chem-phys.net/15/1573/2015/)

*Engaging press release title*



*Table 1: Scientific terms best avoided in press releases and when writing articles for the news media (adapted from Somerville and Hassol, 2011).*

<b>SCIENTIFIC TERM</b>	<b>PUBLIC MEANING</b>	<b>PREFERRED ALTERNATIVE</b>
enhance	improve	intensify, increase
aerosol	spray can	atmospheric particle
positive trend	good trend	upward trend
positive feedback	good response, praise	self-reinforcing cycle
theory	hunch, speculation	scientific understanding
uncertainty	insecurity	range
error	mistake, wrong, incorrect	difference from exact true number
bias	distortion, political motive	offset from an observation
values	ethics, monetary value	numbers, quantity
manipulation	illicit tampering	scientific data processing
scheme	devious plot	systematic plan
anomaly	abnormal occurrence	change from long-term average



# Elevator Pitch

- Audience has no clue on what you do ...
- No Jargon ...
- Make a paper draft out of it
- Practice with friends ... at dinner
- Keep in mind that elevators should be 30-60 sec

<http://thepostdocway.com/content/elevator-pitches-scientists-what-when-where-and-how>

# Prepare your own Elevator Pitch

- Take the science story you have chosen or your own research
- In group of 3, each one focus on 1 elevator pitch to:
  - Open an interview
  - Tell your family what you do
  - Advert your poster in a chaotic conference session

Hints: Why not start with a question ? Use of good metaphores, make examples

Should get the interest of the audience