

Science Communications: Apply your Science

Moderator: Janice Laurente, USAID Indonesia, Communications Officer



Panelists:

Dr. Syamsidik

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QUESTIONS?



Persuasive Communications

- Be specific with your "ask" and make it timebound
- Know your audience who is the decision maker/influencer?
- The road to yes
- What mediums are best to reach your audience?
- What does your audience care about?
- What is the barrier standing in the way to "yes"?
- What's the broad goal/vision?
- Introduce a benefit or a risk to help persuade your



THE CONVERSATION

Academic rigor, journalistic flair

Arts + Culture Economy + Business Education Environment + Energy Ethics + Religion Health + Medicine Politics + Society Science + Technology

Trump administration US history

Water pollution



Harmful algae bloom in Lake Erie, Oct. 13, 2011. NASA Earth Observatory

Nutrient pollution: Voluntary steps are failing to shrink algae blooms and dead zones

Research and Expert Database



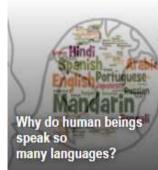
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e.g. Cyber security

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Popular: food, water, transport, health, and energy.

Editors' Picks





Most Read past week

Who's avoiding sex, and why

Kindergartners get little time to play. Why does it matter?

100 years ago African-Americans marched down 5th Avenue to declare that black