

RESPUESTA EN CLIMA Y AMBIENTE PARA LA SALUD EN LAS AMÉRICAS

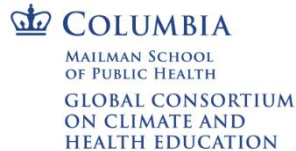
¿Cómo explicar la ciencia a la gran audiencia?

Taller

OCTOBER 20, 2022

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Learning Objectives

- Recognize that academics must abstract from their traditional role to explain science in a pedagogical way.
- Plan a science popularization summary in a few steps or points and if possible with a beginning and an end.
- Structure a text that includes a context, comparisons and examples to capture what you want to tell.

How did I get into science journalism?

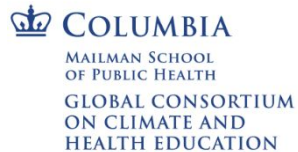
Today I am a senior digital editor at NPR's Radio Ambulante podcast.

I won't bore you with my résumé, but I will tell you about two important moments in my career as a science journalist:

1. Cromo (Uruguay)
2. BBC World



In your opinion, why is it important to disseminate science?



1. Show that science determines our lives

The impact is **tangible** and the ultimate example is the covid-19 pandemic.

The general public tends to be more interested in **applications** while the scientific community tends to focus more on how a discovery or development fits into a given body of research.

It is worth making the effort to bring science closer to everyday life.

2. Make science more diverse and inclusive.

Most of the complex problems of modern science are **solved in groups** and not by a brilliant, isolated mind.


It is important to make science accessible to audiences that have traditionally been excluded from the scientific process and **inspires career paths**.

3. Promote informed decisions at all levels.

Science can help make **informed, evidence-based decisions** at the personal, public and business levels.

It is increasingly crucial to have "**scientific alphabets**" in all areas of society.

Exercise: Higgs boson

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It is not necessary to make a Nobel Prize-worthy discovery to be worthy of a large audience.

There is research that is important only for a community (and that is enough) or that is an excuse to learn something new (not necessarily because it is something new).

So, let's look for that large audience to bring science to them.

There are different ways to start disclosing

1. Pitch ideas to local or international general information media.
2. Pitch ideas to local or international media specialized in science.
3. Propose a project to publish content on the web or communication channels of the institution where you work or where you studied.
4. Propose a project to publish contents on the web or channels of national and international public organizations, scientific associations, NGOs...
5. Offer to give talks in schools or high schools for special dates of the year, such as Earth Day or Pi Day.
6. Create a blog, podcast or accounts on Facebook, Twitter, Instagram, TikTok, YouTube, Twitch...

The first major decision

They can't do everything: they have to choose.

My advice is to bet on **YouTube**:

1. Because of the importance of video.
2. Because of the impact of the platform.

If I could do it, so can you



4 keys to speak to a large audience

You only learn by doing and experimenting.

Focused on video, but applicable to **any product of dissemination.**

0. Before you start

Define the target audience.



1. How to structure the information

- Good start.
- Narrative with baits.
- Effectively explain what was proposed in the title.
- Leave curiosity to know more (but never doubts).
- End with something that stimulates sharing or opinion.
- Duration?

1. How to structure the information



2. How to execute it

Articles vs Video

Technical questions

- Camera
- Light
- Microphone
- Scenography
- Costumes

2. How to execute it

Be yourself.



2. How to execute it

Editing: with free or paid professional tools, with native application tools.

Either way, **experiment and learn from others.**

3. How to disseminate

- SEO
- Thumbnail
- Subtitles
- Personal and Institutional Social Networks
- Email
- WhatsApp

**RADIO
AMBULANTE
ESTUDIOS**

Social Media Toolkit

El penacho es nuestro

11 de octubre de 2022 | Temporada 12 · Episodio 4

URL del episodio	https://radioambulante.org/audio/el-penacho-es-nuestro
Piezas gráficas	https://drive.google.com/drive/folders/1vkTrXWHetUp8SIBNz8utNtOBFHYEJNHZ?usp=sharing
Cuentas a etiquetar en Twitter	Radio Ambulante (@radioambulante) Luis Fernando Vargas (@LuisVarvega)
Hashtag	#ElPenachoEsNuestro

Twitter: opción 1

El llamado penacho de Moctezuma se encuentra en el Museo del Mundo de Viena. Haya sido un regalo o producto del saqueo, ellos lo quieren de vuelta en México. Escucha su historia en #ElPenachoEsNuestro, el nuevo episodio de @radioambulante <https://radioambulante.org/audio/el-penacho-es-nuestro>

Twitter: opción 2

Hoy se estrena el nuevo episodio de @radioambulante: #ElPenachoEsNuestro. Conoceremos el plan de tres hombres para llevar de regreso a México, después de casi 400 años, una famosa pieza conocida como el penacho de Moctezuma. @LuisVarvega narra la historia: <https://radioambulante.org/audio/el-penacho-es-nuestro>

4. How to learn from what has already been done

- Quantitative: **metrics**
- Qualitative: **comments**

Again: EXPERIMENT.

El misterio dentro de los agujeros negros


A woman with dark hair and glasses, wearing a black top, is speaking and gesturing with her hands. Behind her is a digital visualization of a black hole, showing a bright orange and yellow accretion disk and a complex, wireframe-like structure representing the event horizon and the interior. The background is dark with some faint star-like points.

BBC NEWS | MUNDO

Yes, disseminating information is not easy

But it's worth it ❤️

¡Gracias!
¿Preguntas?

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