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Oh, The Places You'll Go! Communicating Science in Some Surprising Venues

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Science is everywhere – but sometimes, even scientists don't appreciate how big “everywhere” actually is. Science outreach has taken me from K-12 classrooms to driving 160 mph in a race car at Texas Motor Speedway. I'll share the lessons I've learned about communicating science to the public, with an emphasis on the unique challenges faced during the early stages of your career: as a graduate student, postdoc and tenure-pursuing researcher. I'll also address the challenges of communicating with audiences that often don't seek out science content, are not confident in their ability to understand science, and may not even be aware that science plays a part in their favorite pastime or avocation.