

Abstract Submitted
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How to Talk Science to Homer Simpson MICHAEL LUCIBELLA,
The American Physical Society — Communicating scientific information to the general public is an important but often underappreciated skill. Researchers who can clearly and concisely describe the science they do are critical to helping create a scientifically literate public, something that is sorely lacking in this country. Public understanding of science is crucial because people who understand and appreciate science are more likely to support research funding, the public has to vote on issues of science and technology more than ever, and it helps sow the next generation of scientists. Plus there are many people interested in learning about science who but don't have the training to digest technical language. Writing or talking to a public with minimal background in science and or the media is very different from communicating members of the scientific community. I'll go over a few strategies to keep your message as clear as possible, and will offer some communication guidelines that will ensure that the media and public understand what you say.

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