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So, You Want to be a Science Communicator?

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The late Carl Sagan opined that somehow we have managed to create a global civilization dependant on science and technology in which almost no one understands science and technology. This is an unacceptable recipe for disaster with social, political and financial implications for the future of scientific research. And so, like it or not, popular science communication, more than ever before, is an important and necessary part of the scientific enterprise. Public outreach programs, media interviews, and popular articles have become required parts of the scientist's professional repertoire. But, what does it take to be a good science communicator? What is needed to develop and deliver meaningful public outreach programs? How do you handle non-technical presentations? And, what help is available in developing the necessary skills for good popular science communication? This presentation will look at the essential components of effective science communication aimed at a broad public audience. The components of successful science communication in programs, presentations and articles will be discussed. Specific attention will be given to how university-museum partnerships can expand the reach and enhance the quality of public outreach programs.