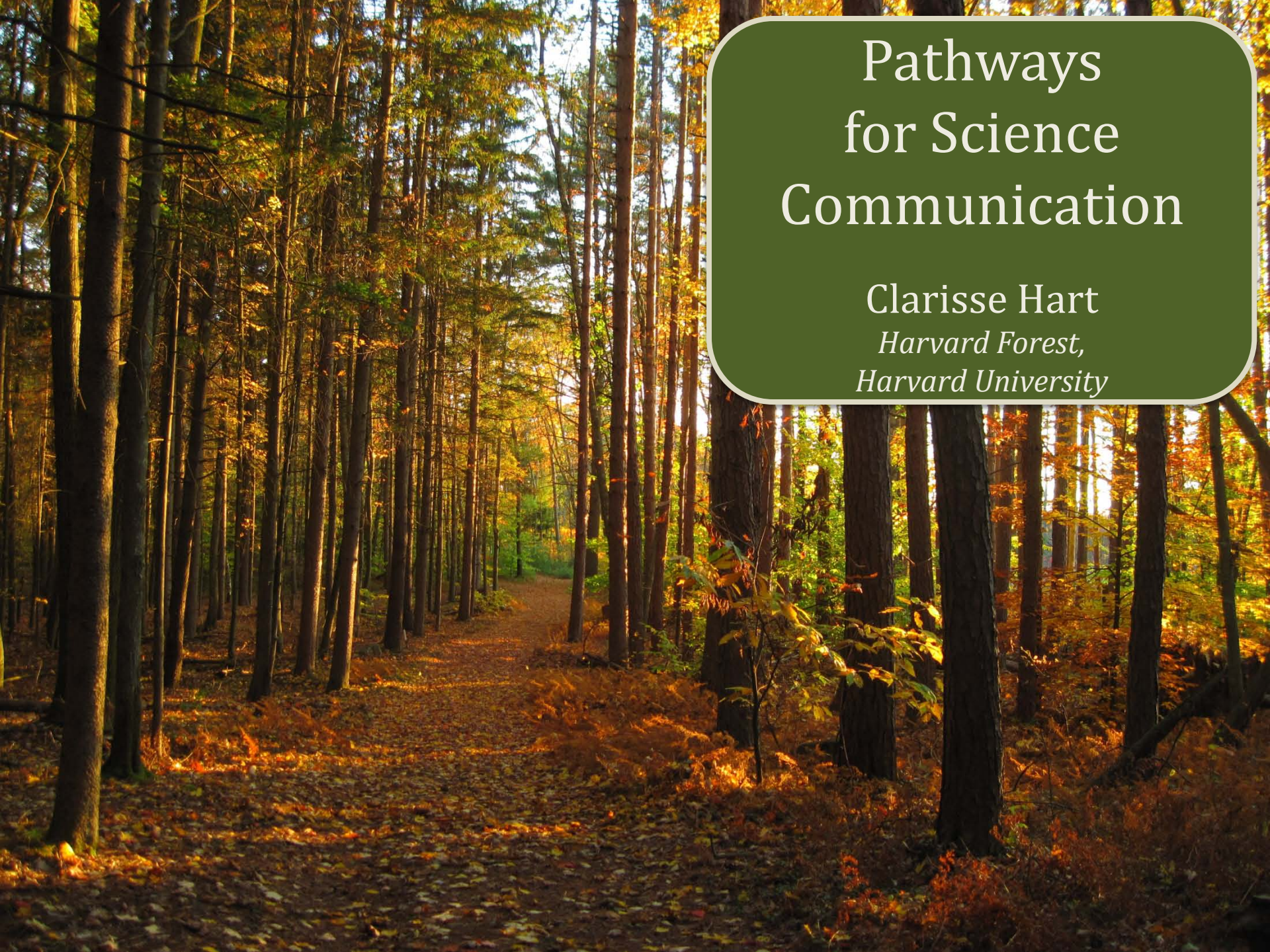
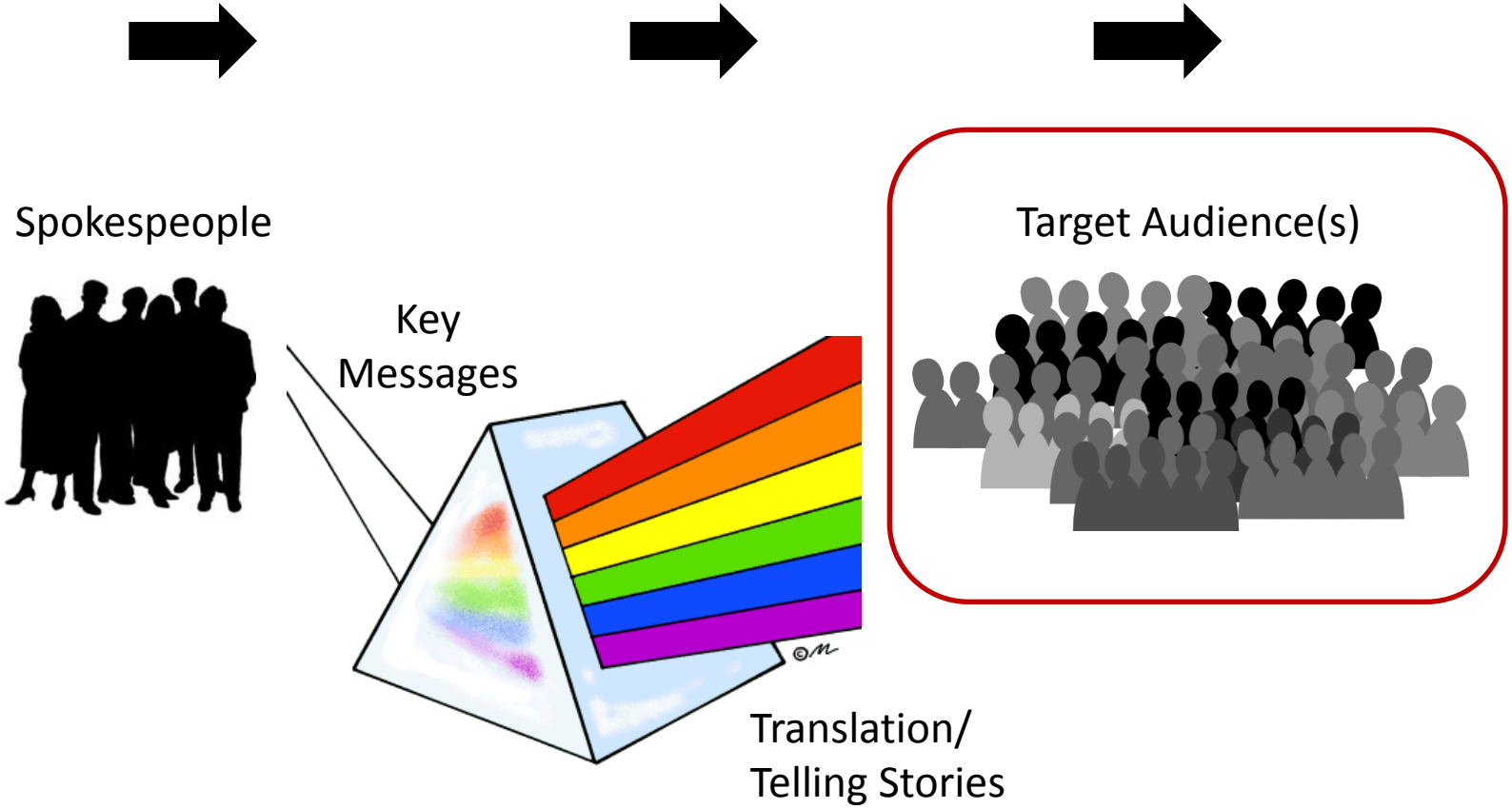


Pathways for Science Communication

Clarisse Hart
Harvard Forest,
Harvard University



Anatomy of an Outreach Effort

Segment your audience (no “general public”).

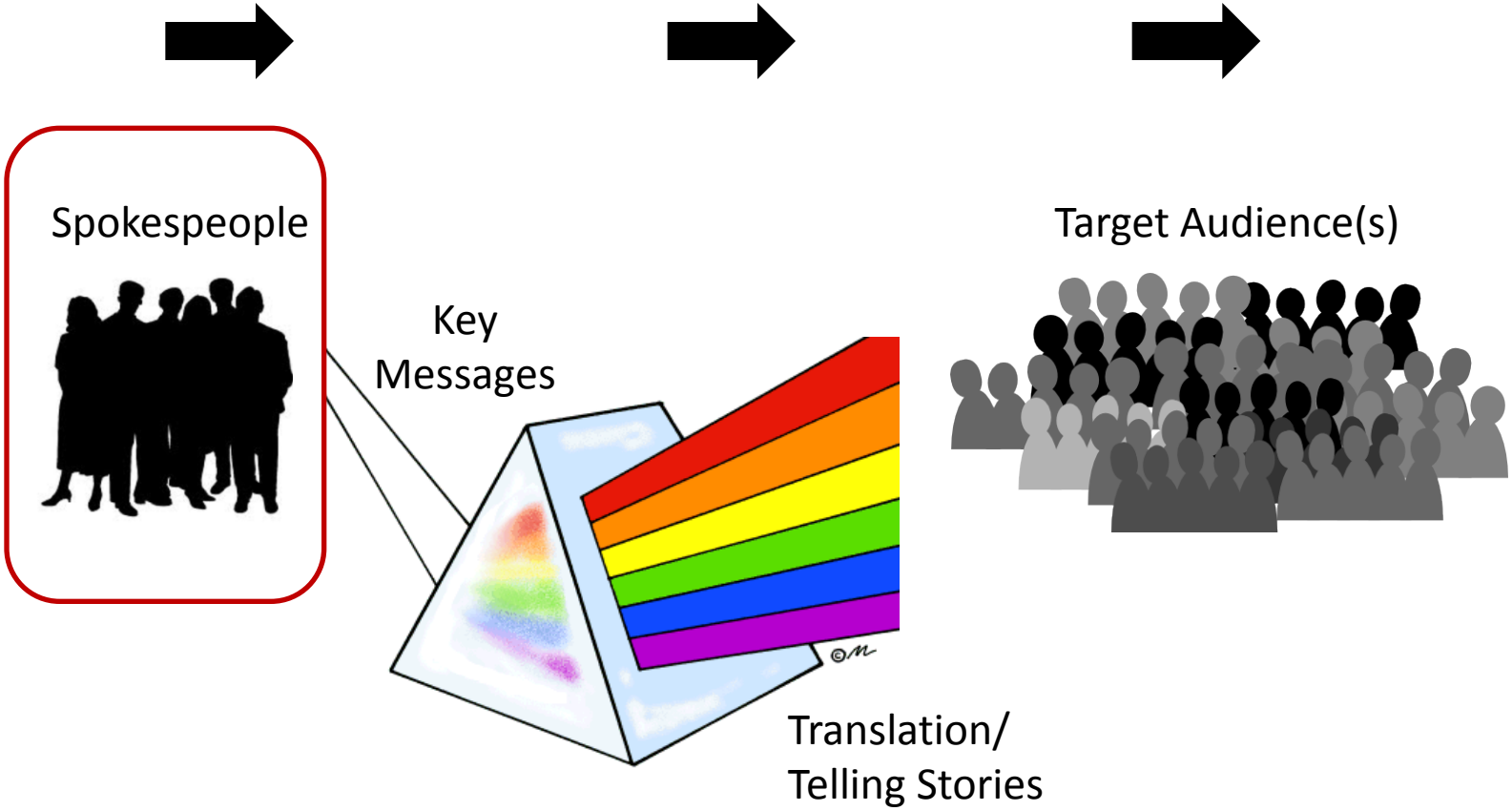
Ask: Where do they stand on your message?

- ❑ Sharing knowledge
- ❑ Building will
- ❑ Reinforcing action

Resource

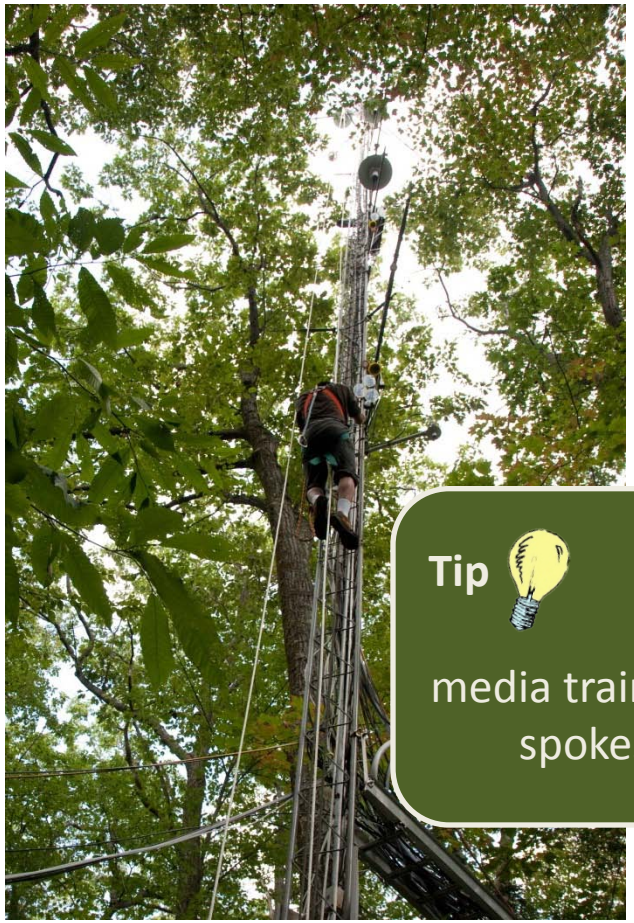
THE SPITFIRE STRATEGIES SMART CHART 3.0

Target Audience



Anatomy of an Outreach Effort

Scientist/Author



Tip

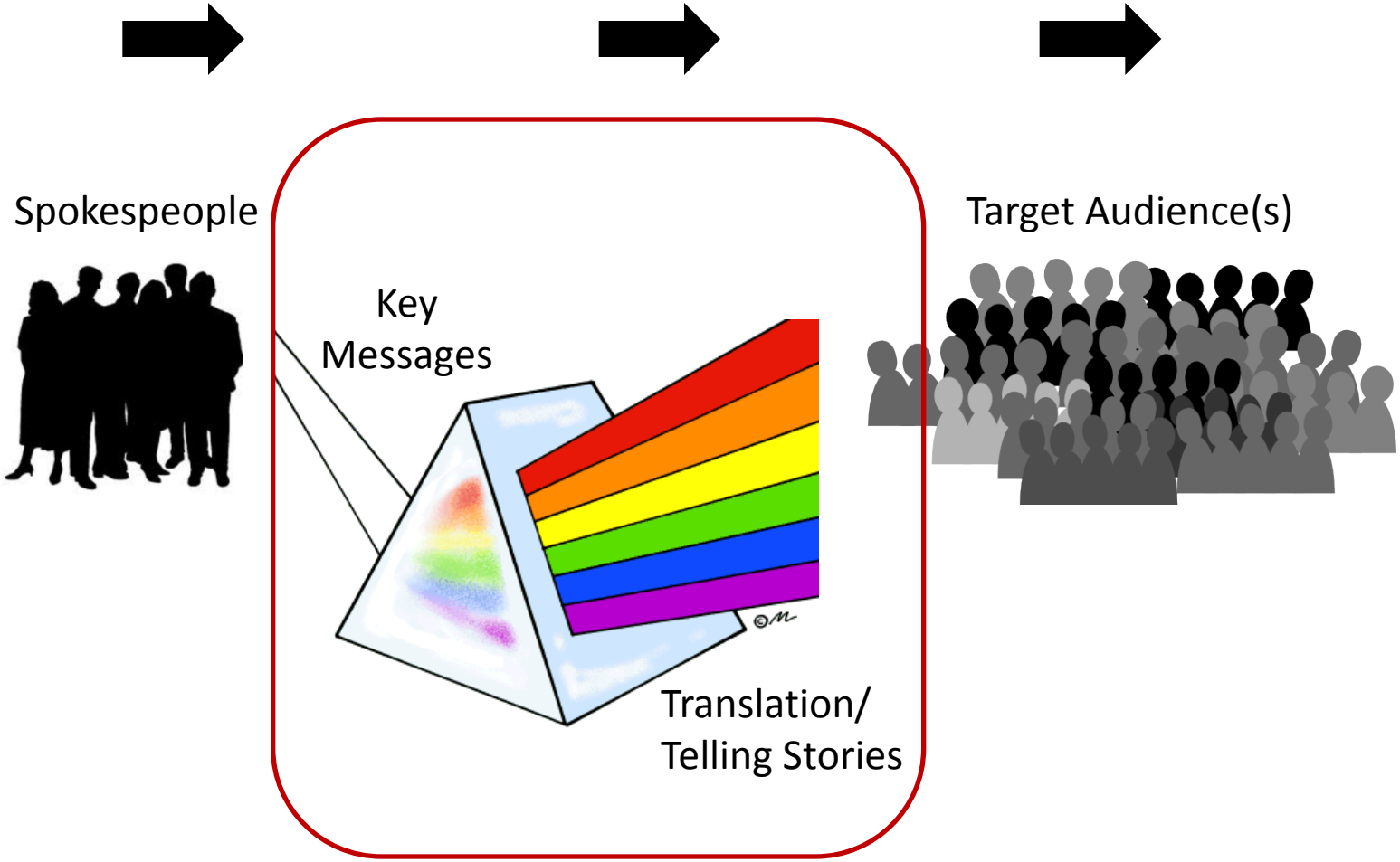
Arrange media trainings for spokespeople.

Public Information Officers

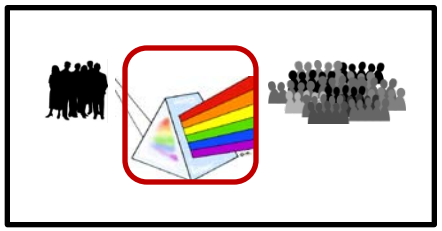
Tip

Identify additional respondents who will be prepared to comment.

Spokespeople



Anatomy of an Outreach Effort



Key Messages

Public Programs

Press Release

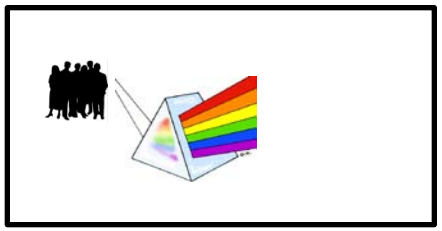
Narrative

Web Materials

Synthesis Projects

Radio/TV

Social Media



Key Messages

Press Release

Tip

For embargoed stories:
--EurekAlert!
--Local AP bureau

FOR IMMEDIATE RELEASE

Contact: Clarisse Hart, Harvard Forest Outreach Manager
Telephone: (978) 756-6157 (9a to 5p)
Email: hart3@fas.harvard.edu

IN BLOWN-DOWN FORESTS, A STORY OF SURVIVAL

PETERSHAM, M… …nd and ice storms, damaged trees sta… …forests blown nearly flat. In the storm'… …faced with important financial and env… …researchers, soon to be published in the journal *Ecology*, yields a surprising result for large woodlands: when it comes to the health of forests, native plants, and wildlife, the best management decision may be to do nothing.

Salvage logging is a common response to modern storm events in large woodlands. Acres of downed, leaning, and broken trees are cut and hauled away. Landowners and towns financially recoup with a sale of the damaged timber. Salvage logging was widespread in southern New England following the June 2011 tornadoes and the October 2011 snow storm, and the practice was well documented after the great hurricane of September 1938.

In a salvaged woodland landscape, the forest's original growth and biodiversity, on which many animals and ecological processes depend, is stripped away. A thickly growing, early-successional forest made up of a few light-loving tree species develops in its place.

But what happens when wind-thrown forests are left to their own devices? The *Ecology* paper reports on a study initiated in 1990 at the Harvard Forest, in which a team of scientists recreated

Answer the 5 Ws.

Who,
What,
When,
Where…

&
What's
in it
for me?

Press Release

Web Materials

Tip Circulate a newsletter blurb to NGO/agency partners (100 words)

10/31 Press Release: Knowing New England's Ants

Book Information (reviews, author info): *A Field Guide to the Ants of New England*

Upcoming Events

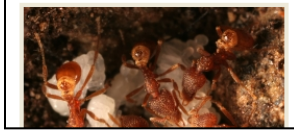
Book lectures and signing events:

- November 7, 6:30pm at the Arnold Arboretum, Jamaica Plain, MA (free event; **registration required**)
- November 29, 6:00pm at Harvard University's Museum of Natural History, Geology Lecture Hall, Cambridge, MA (**info**)
- December 2, 1:30-3:30pm at New England Wild Flower Society's **Garden in the Woods**, Framingham, MA
- December 3, 6:30pm at the Harvard Forest **Fisher Museum**, Petersham, MA

Video

Photographs

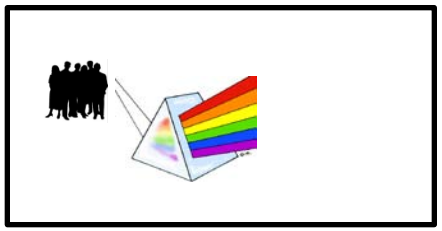
(click image to download high-res)



Workers of one of the so-called Lady Gaga ants (*Pyramica pergandei*) situate larvae in their nest. Photo by Gary Alpert.

Online Press Kit

- Press release
- Original report
- 4 to 6 photos
- (video/b-roll)
- (related events)



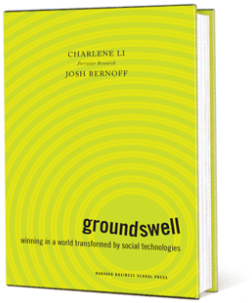
Web Materials

⬇

Social Media

Tip

Target content creators.



Tip

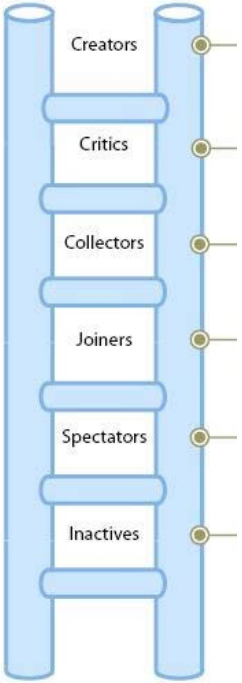
Journalists have Twitter accounts.

Tip

Use #hashtags to expand your audience.

Listen first.

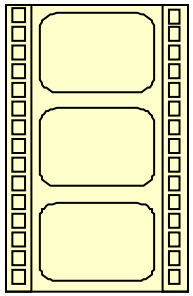
Start small.



Web Materials

TV & Radio

The Nature Conservancy

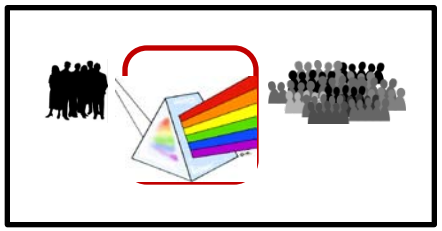


(b-roll example)

Develop a Reel of B-Roll

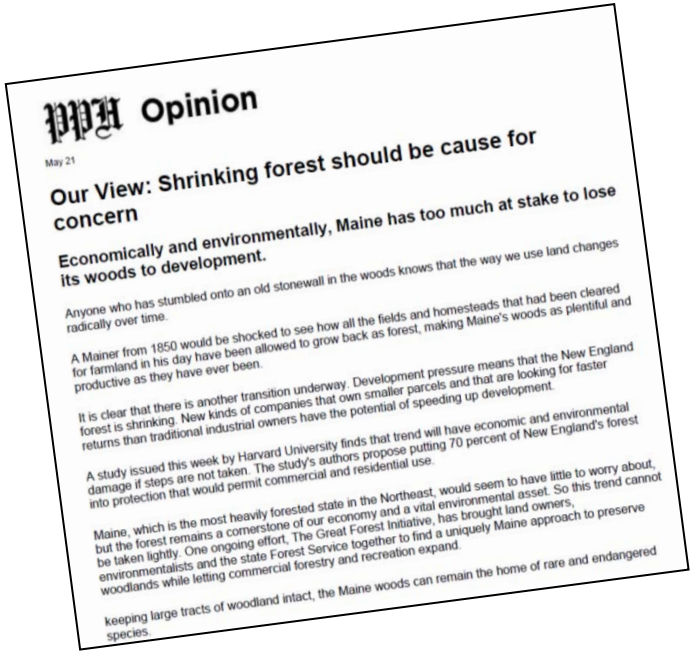
Tip

Pitch your 100-word newsletter blurb to radio programs



Key Messages

First-Person Narrative



PPH Opinion

May 21

Our View: Shrinking forest should be cause for concern

Economically and environmentally, Maine has too much at stake to lose its woods to development.

Anyone who has stumbled onto an old stonewall in the woods knows that the way we use land changes radically over time.

A Mainer from 1850 would be shocked to see how all the fields and homesteads that had been cleared for farmland in his day have been allowed to grow back as forest, making Maine's woods as plentiful and productive as they have ever been.

It is clear that there is another transition underway. Development pressure means that the New England forest is shrinking. New kinds of companies that own smaller parcels and that are looking for faster returns than traditional industrial owners have the potential of speeding up development.

A study issued this week by Harvard University finds that trend will have economic and environmental damage if steps are not taken. The study's authors propose putting 70 percent of New England's forest into protection that would permit commercial and residential use.

Maine, which is the most heavily forested state in the Northeast, would seem to have little to worry about, but the forest remains a cornerstone of our economy and a vital environmental asset. So this trend cannot be taken lightly. One ongoing effort, The Great Forest Initiative, has brought land owners, environmentalists and the state Forest Service together to find a uniquely Maine approach to preserve woodlands while letting commercial forestry and recreation expand.

keeping large tracts of woodland intact, the Maine woods can remain the home of rare and endangered species.

Profiles in Science *A series of articles and videos about leaders in science.*

Michael Dickinson
Edvard and May-Britt Moser
Donald R. Hopkins
Elizabeth Blackburn
Hopi E. Hoekstra
Richard Ellis
Linda Fried
Elizabeth Spelke
Arnold Reiman/Marcia Angell
Michel Sidibé
Eric Lander
Nora Volkow
Richard Dawkins
Steven Pinker
Susan Desmond-Hellmann
Michael Gazzaniga

Michael Dickinson on the Amazing Fruit Fly

They can taste with their wings. They can fly for over 6 miles without eating anything, and they use the sky as a directional compass. They live on every continent except Antarctica. And neuron for neuron, their brains have a wider range of behavior than more complex mammalian brains.

For Michael Dickinson, a MacArthur prizewinning scientist, the humble fruit fly is a dream machine, and its brain a treasure trove of complexity that should be studied for its own sake, not just insight into humans.

Read James Gorman's Article »

Op-Eds/Editorials

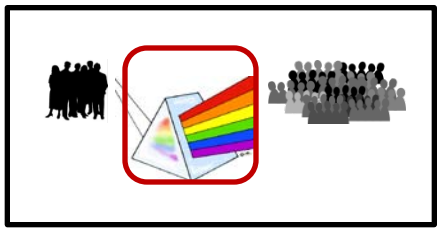
Firsthand accounts

Key Messages

Public Programs & Field Tours

Journalist field trips

Museum exhibits



Key Messages

Synthesis Projects

SCIENCE POLICY EXCHANGE

Science to solve environmental challenges

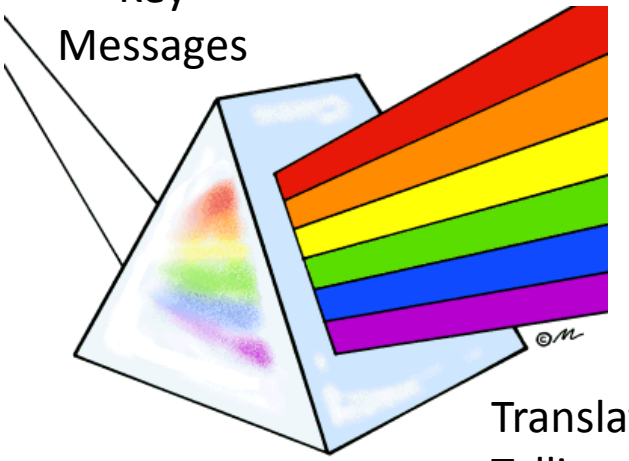
Landscape Change | Water Security | Energy Futures

Founders: Cary Institute of Ecosystem Studies; Harvard Forest; HBRF; Syracuse University; University of New Hampshire Institute for the Study of Earth, Oceans, and Space; MBL

Partners: Smithsonian Conservation and Science Directorate; The Woods Hole Research Center; LTER; neon National Ecological Observatory Network

Spokespeople

Key Messages

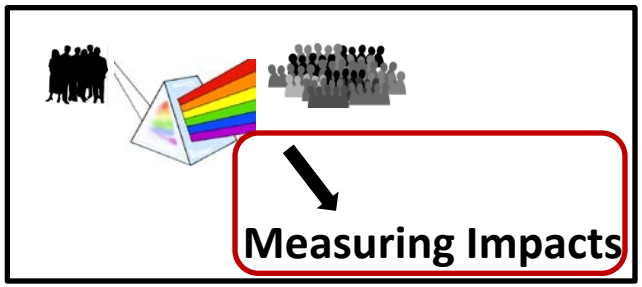


Translation/ Telling Stories

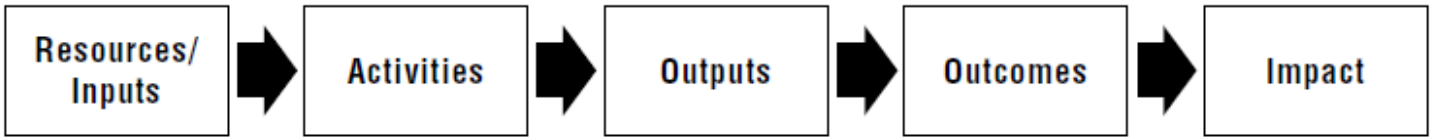
Target Audience(s)

Measuring Impacts

Anatomy of an Outreach Effort



- Differentiate between outcomes and impacts.



- To measure outcomes:
  - Google Alerts
  - “Mention” and hootsuite to track social media
  - Google Analytics for your website
  - Email/media lists: Mailchimp