

A Training Sponsored by
NIH-RIMI: CSUN-SFV Collective to Reduce Health Disparities

Effectively Communicating Science Research: "It's not about me. It's about you."

Alby Luchko

Friday, February 6, 2015 1:00pm – 5:00pm, Sierra Hall 322

Every day, science is revealing important discoveries and researchers are being asked to share this knowledge with a variety of audiences, experts and not, through a variety of different media. But understanding this research requires a wealth of background information about complicated ideas that can be challenging to describe. Therefore, we need effective communication strategies to create a bridge between our research and our audience.

In this highly interactive workshop, we want to consider who you are talking to and what they need to know to connect with you and your research. Whether you will be writing or speaking, whether preparing a web page, presentation, or for an interview, these skills will help you design content purposefully. We'll explore how to craft a clear and simple message people can relate to while telling a story that compels them to interact with you.

Alby Luchko is a science communicator who served as the Science Communications Specialist for the Office for the Promotion of Women in Science, Engineering, and Mathematics (SciWomen) until the summer 2013. She has a B.Sc. in Computing Science (University of Alberta) and a M.Sc. in Astrophysics (University of Calgary). Before moving to the U.S., she was a coordinator for public programs at the TELUS World of Science in Edmonton, Alberta, Canada – the science museum in her hometown. As a result of her academic and professional activities, she discovered a talent and a love for connecting people with science and technology. Research scientists hold some of the most interesting information that the public is yearning to learn, but so often the true heart of a science story is lost in a blanket of academic culture. Alby's professional and personal mission is to help scientists connect with their own story in new ways – ways that appeal to a wider range of audiences while ringing with the true voice of each scientist.

Please RSVP to mirranda.salas@csun.edu