

Communication Training for Forestry Professionals
Society of American Foresters
Canadian Institute of Forestry
International Union of Forest Research Organizations World Congress
Salt Lake City, UT
October 10, 2014

#forestcomm | #SAFCIF2014 | #IUFRO2014

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Resources List

GENERAL SCIENCE COMMUNICATION RESOURCES

Baron, Nancy (2010). *Escape from the Ivory Tower: A Guide to Making your Science Matter*. Island Press.

Carrada, Giovanni (2006). *Communicating Science: A Scientist's Survival Kit*. European Commission.

Dean, Cornelia (2009). *Am I Making Myself Clear? A Scientist's Guide to Talking to the Public*. Harvard University Press. (Advice on how to carry out open and direct dialogue among scientists, journalists, and the public.)

Gottschall, Jonathan (2013). *The Science of Storytelling: How Narrative Cuts Through Distraction like Nothing Else*. <http://www.fastcocreate.com/3020044/the-science-of-storytelling-how-narrative-cuts-through-distraction>

Kukawadia, Atif. *Science and Storytelling: The use of stories in science education*. 24 Jun. 2013. PLOS Blogs <http://blogs.plos.org/scied/2013/06/24/science-and-storytelling-the-use-of-stories-in-science-education/>

Leslie, H.M., et al. 2013. *How good science and stories can go hand-in-hand*. *Conservation Biology* 27: 1126-1129. <http://onlinelibrary.wiley.com/doi/10.1111/cobi.12080/full> (Advice on communicating complex concepts)

Meredith, Dennis (2010). *Explaining Research: How to Reach Key Audiences to Advance Your Work*. Oxford University Press.

Nisbet, M.C. 2010. *Communicating climate change: Why frames matter for public engagement*. *Environment: Science and Policy Development* 51:12-23. <http://www.environmentmagazine.org/Archives/Back%20Issues/March-April%202009/Nisbet-full.html>

Nisbet, M.C. and Dietram A. Scheufele (2009). *What's next for science communication? Promising directions and lingering distractions*. *American Journal of Botany* 96(10): 1767-1778. <http://bit.ly/1pS1B5n>

Olson, Randy (2009). *Don't be Such a Scientist: Talking Substance in an Age of Style*. Island Press.

Olson, Randy. (2009). *Top Five Tips for Communicating Science*. *New Scientist*, 10:51 01 October 2009. <http://www.newscientist.com/article/dn17893-top-five-tips-for-communicating-science.html?page=1>

The Op-Ed Project. *Training for under-represented experts "to take thought leadership positions in their fields."* <http://www.theopedproject.org>

Somerville, R.C.J. and S.J. Hassol (2011). Communicating the science of climate change. *Physics Today*. October 2011: 48 http://www.physicstoday.org/resource/1/phtoad/v64/i10/p48_s1?bypassSSO=1

Ward, Bud (2008). *Communicating on Climate Change: An Essential Resource for Journalists, Scientists, and Educators*. Metcalf Institute for Marine & Environmental Reporting. 74 pp.
<http://metcalfinstitute.org/resources/communicating-on-climate-change/>

The Wellcome Trust offers a variety of great science writing tips here.
<http://blog.wellcome.ac.uk/tag/how-to/>

Zimmer, Carl. "A Note to beginning science writers." CarlZimmer.com. 2013.
<http://carlzimmer.com/writers.html>

Zinsser, William. (2006). *On Writing Well: The Classic Guide to Writing Nonfiction*. New York: HarperCollins. (30th anniversary edition)

TIPS FOR INTERACTING WITH JOURNALISTS

AAAS Communicating Science: Tools for Scientists and Engineers

<http://communicatingscience.aaas.org/Pages/newmain.aspx>

Provides workshops to help researchers communicate more effectively to a public audience.

Additional resources available from this site include:

Tips for media interviews

<http://communicatingscience.aaas.org/WorkingWithReporters/Pages/MediaInterviews.aspx>

What to Ask Reporters

<http://communicatingscience.aaas.org/WorkingWithReporters/Pages/WhattoAskReporters.aspx>

Darkin, Christian (2008). How to Be Interviewed for TV: A Guide for Scientists. *The Pantaneto Forum*. Issue 31: July 2008. <http://www.pantaneto.co.uk/issue31/darkin.htm>

Hayes, Richard and Dan Grossman (2006). *A Scientist's Guide to Talking With the Media: Practical Advice from the Union of Concerned Scientists*. Rutgers University Press.

Keeney, Dan. (2006). Top 10 Tips for Preparing for a TV Interview. DPK Public Relations. June 28th, 2006. (Very logistical in nature.) <http://www.dpkpr.com/articles/top-10-tips-for-preparing-for-a-tv-interview/>

Miner, Meghan. (2012). What Makes a Great Radio Interview? COMPASSBLOGS. 9 October, 2012.
<http://bit.ly/1qkiRj9>

Phillips, Brad. 9 Questions to Ask Before Every Media Interview. Ragan's PR Daily Blog: September 20, 2011.
<http://www.prdaily.com/Main/Articles/9536.aspx#>

Poulson, David. Bagging a Productive Interview, a Tipsheet. Knight Center for Environmental Journalism, Michigan State University. <http://www.ej.msu.edu/interviewing.php>
(This is a nice resource from the MSU Knight Center for Environmental Journalism on outlining tips for how journalists should approach an interview and could be useful for scientists to understand this perspective.)

SOCIAL NETWORKING RESOURCES (ESPECIALLY TWITTER)

Goldstein, M. 7 June 2012. Reaching Out: So you want to communicate science online: The Flowchart. *Nature Soapbox Science Blog*. (Narrows down what social media to use depending on your goal.) <http://bit.ly/ZeCRNF>

Bik, H. and M. Goldstein. 2013. An introduction to social media for scientists. PLOS Biology <http://www.plosbiology.org/article/info%3Adoi%2F10.1371%2Fjournal.pbio.1001535>

Darling, E.S., Shiffman, D., Cote, I.M., Drew, J.A. 2014. The role of Twitter in the life cycle of a scientific publication. (Open PeerJ Preprint: <https://peerj.com/preprints/16/>) Infographic based on this paper: <http://www.katiephd.com/twitter-and-science-publications/>

Giovanna Guerrero-Medina et al. 2013. Supporting diversity in science through social networking. PLOS Biology <http://www.plosbiology.org/article/info:doi%2F10.1371%2Fjournal.pbio.1001740>

Hibma, M. 30 October 2013. Definitions for 34 Twitter terms you were too embarrassed to ask about. Hubspot. <http://blog.hubspot.com/marketing/34-twitter-terms-defined-list>

Loker, K. 2010. Five Twitter tips for using conference hashtags like #ONA10. Mediabistro.com (Very useful tips on how to tweet and monitor an event, such as a conference.) <http://bit.ly/1tCzHM5>

Thaler, A.D. 30 June 2012. A field guide to ocean science and conservation on Twitter. Southernfriedscience.org (Twitter Advice from a marine scientist/grad student blogger. Also includes links to some of his favorite resources about tweeting.) <http://www.southernfriedscience.com/?p=13377>

Van Noorden, R. 13 August 2014. Online Collaboration: Scientists and the social network. *Nature*, 512(7513): 126-129. <http://bit.ly/Vj2JpO>

TIPS FOR SCIENCE BLOGGING

Janiszewski, P. 6 Dec. 2010. 8 Tips on Starting A Science Blog. Science of Blogging.com <http://scienceofblogging.com/8-tips-on-starting-a-science-blog/>

Neeley, L. 2014. Making peace with self-promotion, COMPASSBlogs. <http://compassblogs.org/blog/2014/05/30/making-peace-with-self-promotion/>

Skrabut, S. 25 September 2014. You convinced me to blog, now what? Tubarks.wordpress.com <http://tubarks.wordpress.com/2014/09/25/you-convinced-me-to-blog-now-what/>

Sociological Imagination. 38 Reasons You Should Blog about Your Research. <http://sociologicalimagination.org/archives/13910>

FORESTRY COMMUNICATION RESOURCES

Billingham, Rachel et al. 2005. *A Forester's Communication Handbook*. Society of American Foresters. (This helpful document is carefully organized, easy to use, and filled to the brim with excellent advice. Topics range from preparing and delivering presentations to taking part in public meetings and communicating with the media and elected officials. If you are looking for a clear and comprehensive resource to help you communicate more effectively as a forester, definitely start here.) http://www.safnet.org/members/secureDocuments/Communication_Handbook_4-4-06.pdf

Brunson, M.W. (1993). "Socially Acceptable" Forestry: What Does It Imply for Ecosystem Management? *Western Journal of Applied Forestry*, 8(4), 116-119. <http://andrewsforest.oregonstate.edu/pubs/pdf/pub1501.pdf>

Commonwealth of Massachusetts. Stewardship Outreach Planning Worksheet. For the *Forest Stewardship Outreach Plan for Massachusetts Municipalities*. (This document provides some helpful advice for planning forestry-focused outreach activities.) <http://www.mass.gov/eea/docs/dcr/stewardship/forestry/service/stewardship-outreach-planning-worksheet-july-2010.pdf>

Firescience.gov – Research Supporting Sound Decisions. http://www.firescience.gov/jfsp_consortia.cfm

Food and Agriculture Organization of the United Nations. *Forestry Communication Toolkit*.

(This site provides resources and key messages for many forestry-related topics. It encourages its visitors to “browse by themes or by resource type to gain access to a host of information and communications materials to help you with your own forestry communications efforts.”)

<http://www.fao.org/forestry/communication-toolkit/en/>

Jacobi, W.R., A. Crump, J.E. Lundquist. 2011. Dissemination of Forest Health Research Information in the Rocky Mountains. *Journal of Forestry*, 109(1): 43-49.

<http://www.ingentaconnect.com/content/saf/jof/2011/00000109/00000001/art00008?crawler=true>

Loomis, Brandon. “Our dying forests: Beetles gnaw through Utah, West.” The Salt Lake Tribune. 21 May 2012.

(This story was part of the series, “Our Dying Forests,” which won a [Grantham Prize for Excellence in Reporting on the Environment](#) for covering forestry topics with great clarity and accuracy.)

<http://www.sltrib.com/sltrib/news/54154633-78/dyingforests-forests-beetles-trees.html.csp>

Murray, S. and P. Nelson. 24 October 2005. How the Public Perceives Forestry (And Why it Matters). Discussion paper prepared after Saving Washington’s Working Forest Land Base Forum, November 2004, University of Washington Northwest Environmental Forum.

<http://www.nwenvironmentalforum.org/documents/SciencePapers/tp6.pdf>

Shindler, B. and L.A. Cramer. 1999. Shifting public values for forest management: Making sense of wicked problems. *Western Journal of Applied Forestry*, 14, 28-34.

<http://andrewsforest.oregonstate.edu/pubs/pdf/pub2465.pdf>

Wright, V. 2010. Challenges to Implementing “Best Available Science.” Joint Fire Science Brief, Issue 124. (Managers describe barriers to implementing scientific findings.)

http://www.firescience.gov/projects/briefs/04-4-2-01_FSBrief124.pdf

Young, J.C, et al. (2014). Improving the science-policy dialogue to meet the challenges of biodiversity conservation: having conversations rather than talking at one-another. *Biodiversity and Conservation* (23)2: 387-404.

<http://link.springer.com/article/10.1007%2Fs10531-013-0607-0>

UPCOMING CONFERENCES OF NOTE

Northern Woodlands Writing Conference

October 17-19, 2014

Farilee, VT

<http://www.alohafoundation.org/hulbert-outdoor-center/NWWC/>

COMMUNICATION TOOLS

Hemingway (a handy app that analyzes your writing for clarity, brevity, jargon, and grammar)

<http://www.hemingwayapp.com/>

TWITTER HASHTAGS

For insights on science communication, writing, and using social media effectively, monitor these hashtags on Twitter:

#netlit (= “network literacy,” anything that aids participation in online networks, communities, activities)

#MySciBlog

#MyWritingProcess

#scicomm