communicating research: the value of story

Prepared for UVA’s BTP trainees
January 28, 2019

Images obtained online or at Google Images.
why communicate research?
what is my story?
Once upon a time, I had a career in science policy.
AND my job was to engage our scientists with our policymakers on important issues such as energy, water, and STEM education
BUT I realized there was a communication gap between the scientists and policymakers.
THEREFORE I developed research communication curriculum
AND I resigned my job to go back to school for my PhD
BUT my husband got recruited to the University of Virginia
THEREFORE, I continued my studies remotely and started a position at UVA
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And,  
But,  
Therefore
But what about research? How can it be a story?
PhD in Mass Communication
Focus: Science/Research Communication
University of Georgia
The European Union and the United States are the world’s two largest trading partners with 50% of the world’s GDP.
AND they account for 15 million jobs.
AND in 2016, there was more than $5.5 trillion in transatlantic commercial sales.
BUT they regulate differently based on their different perceptions of risk.
AND this results in policy divergence which hinders trade
BUT if we can understand where they differ, we identify opportunities for reconciliation.
THEREFORE I am analyzing European and American policy documents to identify where the two jurisdictions diverge, from a communications perspective.
Choose one and respond…

What do you remember most from the pitch?

What do you want to hear more about?

Do you understand how the speaker’s work might benefit you?
Your turn…
State your overall topic area

AND

State another interesting aspect of the topic that starts to near the problem

BUT

State the problem you have identified

THEREFORE

State what you are doing about it
Break into small groups of 3-5. Each person shares their ABT story. The others are listening to provide feedback…see next slide.
As you are listening…

What do you remember most from the pitch?

What do you want to hear more about?

Do you understand how the speaker’s work might benefit you?
"Once you hit the ABT structure, it's not only easier for people to follow your argument, it's also easier for you to remember it."

RANDY OLSON
HOUSTON, WE HAVE A NARRATIVE
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