

Checklist for scientists: communicating science to the public

Jacopo Pasotti, Ilda Mannino,
Alessandra Fornetti
Venice International University

1. Are you allocating enough **time** for preparation and improving your communication skills?
2. Do you know who your **audience** is?
3. Have you identified the key **messages** to deliver and kept the focus on them?
4. Are you **framing the message** so that it sparks curiosity and is compelling to the public?
5. Are you **linking to current facts** or events?
6. Are you communicating **something that you also care about**?
7. Are you **telling stories** or just delivering a list of facts or numbers?
8. Are you using **a simple explanation**, can it be understood by the public?
9. Are you using **short sentences**?
10. Have you strategically planned ways to open **a dialogue and interact** with your audience?
11. Are you carefully thinking about how to **keep your delivery or writing lively** and monitoring the public's reaction?
12. Have you set out strategies to **deal with scepticism or distrust**?
13. Have you **practiced** your communication with non-experts?
14. Are you in touch with your **communication (or press) officers**?

