Getting your science out there!

Workshop on popular science communication, Chalmers, June 13th-15th 2018

Organizers/Teachers/Facilitators
Dr. Raychelle Burks, St. Edwards University, Austin, Texas, USA
Dr. Lars Öhrström, Chalmers University of Technology, Gothenburg, Sweden

With contributions by RadioScience.se
Dr. Lisa Beste and Dr. Natalie von der Lehr

For information and registration: send an email to ohrstrom@chalmers.se.
Once you have decided to participate in the workshop, please register your participation with GTS as well, using the link registration

Tentative program

June 13th

09:00  What we should accomplish (RB, LÖ)
   The examinable tasks will be:
   Preparations
   1. 140-character research topic presentation
   2. 300 word outline of a potential podcast manuscript on a topic of your choice
   During the course
   3. Finding a podcast you like
   4. Write 700 word podcast manuscript (you may change subject from 1st draft)
   5. Peer-review of a podcast manuscript of a colleague
   6. Recording a podcast (optional, but will count as your “popular science presentation” for the requirements for a PhD-exam.)
   After the course
   7. Write a reflection on your learning. (online form)

09:15  Presentation of participants and their research (all)
       Free format, but 140-character limit on the research topic, prepared in advance by the participants.

09:30  “Are you talkin’ to me?” Who do we want to communicate with and why? (RB, LÖ)
       Discussion point, introduction RB, LÖ

10:00  Everybody loves a good story: Podcasting for science communication (RB)
       Short talk with discussion

10:30  Fika and work on finding podcasts. (LÖ, RB)
       Presenting the mornings task, each one finding a podcast they like and presenting it to us in the afternoon.

11:00  Academic incentives for popular science, are there any? (RB, LÖ)
       Discussion point, personal experiences, RB & LÖ

11:30  Kate and Bob’s law – Who should be in our stories and why it matters (LÖ)
       Short talk with discussion

11:15  Serious, silly, and everything in between: Story tone and delivery (RB)
       Short talk with discussion

12:00  Lunch break and own work.

15:00  Presenting the podcasts (all)
17:00  Presenting the task for tomorrow: Complete a 700-900 word podcast manuscript
17:15  End day 1

**June 14**

12:00  Thursday lunch chemistry seminar with RB (not compulsory)
14:00  Submit manuscripts for peer review
15:00  Peer review session
18:00  Submit revised manuscripts to RB & LÖ
18:01  End day 2.

**June 15**

08:00  Feedback from RB & LÖ
10:00  On podcasting with Radioscience.se (LB,NL)
11:00  Parallel 1st recording session
12:00  Lunch
13:30  Reviewing of the podcasts with LB & NL
14:30  Parallel 2nd recording session
16:00  Fika and immediate feedback from all.

About the team

**Dr. Raychelle Burks** is an assistant professor at St. Edwards University, Austin, Texas, and a former CID forensic crime lab scientist. A chemistry enthusiast, Dr. Burks ignites appreciation of chemistry through innovative projects, multi-media education tools, and pop culture references. Dr. Burks is also a noted popular science communicator, organizing SciPop Talks!, appearing on the Science Channel's Outrageous Acts of Science, ACS Reactions videos, Royal Society of Chemistry podcasts, and at genre conventions such as DragonCon and GeekGirlCon. She also writes for Chemistry World and was recently seen at the Superhero Hackathon in London.

**Dr. Lars Öhrström** is a professor at Chalmers University of Technology and a popular science author. His 2013 book The Last Alchemist in Paris has been translated to several languages and From Crime Scene to Kidney Stones will be published in 2018. Dr. Öhrström has made popular science podcasts for the Royal Society of Chemistry and writes for Chemistry World, Nature Chemistry, and Kemivärlden. He received the 2018 Gunnar Starck medal from the Swedish Chemical Society for distinguished pedagogic actions in the field of chemistry.

**RadioScience.se**

Dr. Lisa Beste and Dr. Natalie von der Lehr are science journalists with degrees in both science and journalism. They are founders of the Swedish pod radio station RadioScience.se. The station collaborates with the Research Council Formas, the Scientist Union Naturvetarna, the Karolinska Institute careers service, NatScience and Sunnersta Science.