

# Tips for Talking about Science

Be clear

Relate to your audience

Make eye contact

Be conversational

Be memorable

Tell good stories

Be a guide

Be personal (not too personal)

Be passionate

# Questions to Consider when Talking about Science to the Public

- Who is my audience?
- Why is the issue important to the public and to my audience?
- Why am I interested in this topic?
- What are the key messages (3 or less!) that I want my audience to take away from what I say?

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