

## EFFECTIVE MEDIA INTERACTIONS TRAINING WORKSHOP - Writing Handout

	<b><u>ASA Meeting Abstract</u></b>	<b><u>ASA Lay Language Paper</u></b>	<b><u>Social Media Posts</u></b>
<b>What:</b>	A synopsis of research, applications, testing, etc. They are designed to give readers an overview which will be discussed in more detail in the presentation.	A summary of a meeting presentation. They are designed for anyone with an interest in acoustics, particularly those in media roles and are not peer reviewed.	Often, character limited content shared via social media platforms. It can be just text or include images, videos, and links to other content.
<b>Where:</b>	JASA Meeting app	acoustics.org	Facebook, LinkedIn, Twitter, Instagram, Reddit, Stack Exchange, etc.
<b>Length:</b>	200 words	300-500 words	variable
<b>Audience:</b>	Meeting attendees <ul style="list-style-type: none"> <li>• Both within and outside your TC</li> </ul> AIP Media Services Journalists/Science writers College Students General public	Journalists/Science writers Professors & Students Scientists & Professionals General public Your family	Your network/colleagues  Scientists & Professionals Professors & Students Journalists/Science writers General public

Questions to ask yourself when preparing to write:

Who is my target audience?

- Who are they?
- What is their background?
- Do they have any preconceived notions or opinions about your topic?

What is your goal in communicating with them (e.g., explain, entertain, inspire, raise awareness, etc...)?

What is their goal in reading about your work (e.g., learn, be entertained, keep up with trends, etc...)?

If your audience remembers one thing, what should it be? What is your central message?

What language is appropriate for my target audience? Are there any words that may be completely unfamiliar to my target audience, or perhaps have different meanings to different audiences?

How much space do I have to write?

Resources and references:

1. ASA Lay Language Paper Checklist: <https://acoustics.org/lay-language-papers/lay-language-paper-style-guide/>
2. How to construct a Nature summary paragraph: <https://www.nature.com/documents/nature-summary-paragraph.pdf>
3. De-Jargonizer: <http://scienceandpublic.co>
4. Up-goer-five text editor: <https://splasho.com/upgoer5/>
5. Coming soon: L. K. Jones, Reaching Reporters, Teachers, and Bosses — Lay Language Papers

Example SciComm Writing Template\*

\* This is just an optional example to help you get started.

Hook — A catchy fact or tidbit to grab your readers interest (1 Sentence)

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What is the big picture context? (1 Sentence. Should be relatable to your audience)

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What is the “so what?” Why should your audience care? (1 – 3 Sentences)

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What is your work / what did you do / how did you solve the problem? ( X Sentences )

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What is the end? How did things change? What is the broader perspective? How is the world better? ( 1-2 Sentences )

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BONUS: Describe or sketch a figure that you could use to help your audience understand.