Title: Communicating Science to the Public: A Professional Necessity!

Publish or perish? Add another phrase to academic life: communicate and connect! As a scientist reliant on support from others, you’ve got to be able to explain who you are, what you do, and what you’ve accomplished. Good communication with the public improves government policy, funding opportunities, career development, and overall perception of science.

Traditionally, scientists explore nature and the universe through observation and experimentation and then report their findings to their peers. But to receive recognition, get promoted, thwart the anti-science movement and be a better teacher, you must also share scientific discoveries with diverse audiences. People eager to hear your message include students, colleagues, funding agency staff, philanthropists, legislators, university administrators, job search/award committees, news media, patients, family and friends.

Most UCSF faculty are already good communicators. Yet, we all can get better. Improving communication skills isn’t hard…it just takes some learning and practice. Public speaking can be very enjoyable and personally rewarding. In this session, you’ll (re)discover some simple techniques that can make your presentations come alive, and help you deliver powerful messages that impact your listeners.

Topics to be covered include:
- Using improv training to increase your credibility;
- Overcoming the dread of speaking to non-scientists;
- Condensing complex data; and,
- Tapping into the power of storytelling to reach diverse audiences.

Dennis Mangan has been working with faculty and students for over 30 years to deliver clear, memorable messages and presentations. Some of you might remember him as a long-time Program Director/Advisor at the National Institutes of Health where he helped hundreds of biomedical researchers improve their grant applications. As an Associate Dean for Research at the University of Southern California, he found ways to help researchers and students obtain funding and resources for their projects as well as win recognition awards. Dennis lives with his wife and dog in Santa Rosa, California. Hobbies include searching for his lost golf balls, hiking the Northern California hills and public speaking.

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