

Getting the Story Right: Evidence Based Media for Translating Science into Action

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Critical Challenge

- Putting science in the public eye to affect change
- Translating science
- Increasing broader impacts

Communicating Research

- Media relations, journalists, other people
- Scientists have a role
- When you take a key role = more control over the story

Why Should Scientists Be Involved in Telling Stories?

- Accuracy
- Getting tenure or the next grant
- Training students
- Supporting the institutions that support us



Good Story-Telling Strategies

- **Threatening** and **empowering** (Brulle 2010)
- Focus on **personal risk** of specific damages is a central element in motivating interest and behavior change (Leiserowitz 2007)
- Health one of the most effective frames; especially re energy generation

Personalized

- Driven by a **narrative**; usually related to one person
- Overcomes a challenge and **transforms** as a person/issue
- **Emotionally** engaging and **visually** rich

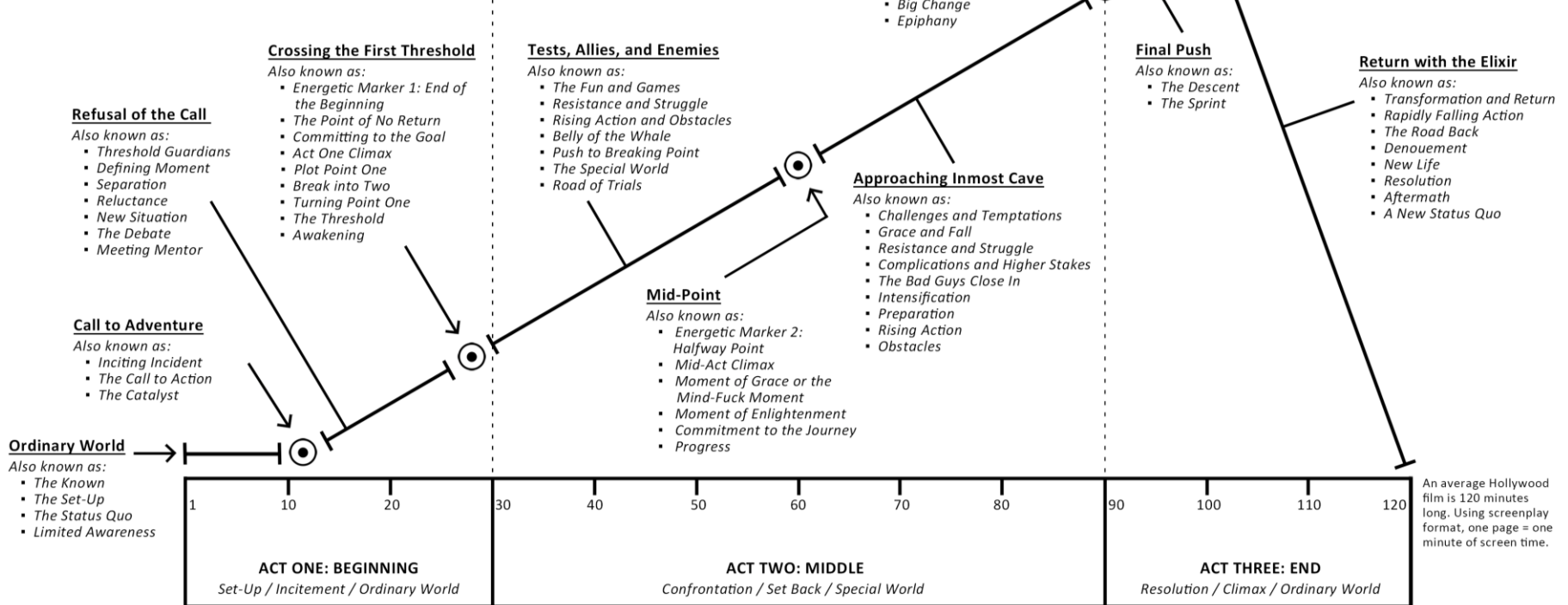


ARCHPLOT STRUCTURE

(AKA: Classic plot, the hero's journey, goal-oriented plot, Aristotelian story shape, energieia plot, and Hollywood screenwriting structure)

Archplot is a goal-oriented plot where, "for better or worse, an event throws a character's life out of balance, arousing in him the conscious and/or unconscious desire for that which he feels will restore balance, launching him on a Quest for his Object of Desire against forces of antagonism (inner, personal, extra-personal). He may or may not achieve it" (McKee, 196). **Film Examples:** *Toy Story*, *The Godfather*, *Back to the Future*, *Star Wars*, Etc. (Most American Hollywood films use arch plot). **Book Examples:** *Harry Potter* (Rowling), *Hunger Games* (Collins), *Speak* (Anderson), *Pride & Prejudice* (Austen), *Hamlet* (Shakespeare), *The Odyssey* (Homer), etc.

"I took a master class with Billy Wilder once and he said that in the first act of a story you put your character up in a tree and the second act you set the tree on fire and then in the third you get him down." - Gary Kurtz (Film Producer)



Stages of Producing a Story

- Pre-production
- Production
- Post-production

Pre-Production

- What makes an interesting story?
- What makes a good character?
- What approach do you want to take to the subject?
- What's your hook?

Steps in Pre-Production

- Identify topic and/or character
- Is it accessible
- Research background
- Do pre-interviews
- Plan story and script

Production

- Plan shoot
- Shoot

Post-Production

- Editing
- Narration
- Music
- Effects
- Animation

Logistics and Training

- Teaching story-telling alongside science
- Collaborating with story-telling professionals

Venues for Your Stories

- Itunes podcasts
- University website
- Student-led social media
- YouTube
- If collaborating with professionals, theaters, TV, community screenings, etc.

“

The most important television series ever

Daily Kos

“

Powerful

Compelling and, frankly, terrifying

The Hollywood Reporter

“

Phenomenal



Heat Exposure and Death

- Rupa's work on under-estimation
- Following Matt Damon in Los Angeles to see why that was happening

In Sum

- Story-telling about your science is critical to its relevance in society
- Your involvement can make it better
- Good stories are personal, threatening but empowering
- Many approaches and venues

Questions, Need Help or Collaborations?

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