Getting the message out:
How to communicate your research effectively through the media

Andrea Norris, Department of Forest Sciences, University of British Columbia 3625-2424 Main Mall, Vancouver, BC, Canada V6T 1Z4; e-mail: andrea.norris@alumni.ubc.ca.

Terrestrial Research on Ecosystems & World-wide Education & Broadcast (TerreWEB), University of British Columbia; terre.web@ubc.ca

Melanie Colon, Wildlife and Fisheries Sciences Department, Texas A & M University, College Station, Texas 77843 2258 USA; melaniec@tamu.edu

Stephanie Wright, Department of Evolution, Ecology, and Organismal Biology, The Ohio State University, 1315 Kinnear Road, Columbus, Ohio 43235 USA; wright.1295@buckeyemail.osu.edu

Public interest often drives important policy decisions, and research results can be applied by engaging the public in key findings. Recent advancements in social media technology offer increased opportunities for sharing knowledge with the public through websites, blogs, social networking sites, podcasts. Yet, there is no formal training in academic institutions in how to navigate rapidly developing media, and make any one message stand out in the public sphere. This workshop aims to teach participants about the value and ways of communicating research through the media.