



Handbook For Science Public Information Officers

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Summary : Free handbook for science public information officers pdf download - in today s changing media landscape institutions such as universities state and federal agencies laboratories nonprofit organizations and research societies increasingly employ science public information officers to get the word out about the scientific research they are conducting or sponsoring these pios now outnumber traditional science journalists and are increasingly responsible for communicating science to wider audiences in this book reporter-turned-pio w matthew shipman offers guidance to both new and experienced pios about how to make good decisions and serve as effective liaisons between their institutions and the public throughout he focuses on applying general principles of effective communication to the specific challenges of explaining complex science to nonexpert audiences coaching scientists to interact with the media and navigating the particular types of communications crises that arise out of scientific research

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