

~ THREE THINGS PEOPLE SHOULD KNOW ~
About Communicating Science to Bicultural and Bilingual Audiences

~ Aleszu Bajak | @aleszubajak ~

1. **Communities are not faceless crowds.** The communities we cover — like our readers — are not homogenous. They have real faces. Don't let your medium or the breadth of your story dictate how you listen and speak to them.
2. **Don't just parachute in.** There's value in poundin' the streets. Get down to the local level, and establish relationships with your "fixers." Telling a good story means you have to talk to people!
3. **Embrace awkwardness.** You don't have to be part of a culture to understand it, or be embraced by it. Use your vulnerability and curiosity as a conduit, and ask sources to guide you into their culture. There are no dumb questions! It helps you show industry, and be more honest in your reporting.

~ Claudia P. Tibbs | @cptibbs ~

1. **Activate connections.** Identify your audience's personal context — cultural, geographical, etc. Give them ways to be engaged beyond classroom walls and their community — use technology meaningfully (e.g. social media), or identify their preferred mode of idea sharing (e.g. word of mouth)
2. **Break down industry vocabulary.** Communicating in simple ways is key in any language.
3. **Science can be humorous!** Humor transcends languages, so use memes and other tools to draw audience in. Utilize culture-specific humor if you are confident about intended context.

~ José G. González | @JoseBilingue ~

1. **Science has its own culture.** Recognize the inherent limitations and structure of academia and the scientific community as a culture — e.g. jargon, scholarly prestige, foundation in Anglo-American world-views — and bridge that with the audience and culture you are communicating to.
2. **Demographics are not reversing!** Embrace the ongoing shift in cultural diversity in the United States. Learn the contexts and nuances that make each culture and subculture unique.
3. **Take a cultural lens to science.** Examining scientists in the context of their culture can add value to how we understand science — e.g. Who does science? How does a scientist's cultural experience shape their approach/vision? How is this different say for the the American Latino audience versus how science is communicated in Latin America? (*Editor: "What a doctor/scientist looks like"*)

~ Robin Gose, EdD | @ThinkeryATX ~

1. **Science may be your reader's Third Language.** If English is your Second Language, you now have yet another language to learn — the language of science. So break down jargon, and more importantly, create a "comfort zone" for learning and understanding a concept.
2. **Give science a place in your reader's world.** Not every reader is a STEM enthusiast or scholar, but they are informed citizens who make life decisions (e.g. healthcare, family, home maintenance). Create context that lets them say: "Science has a place in my world."
3. **Start with kids!** Make the science relatable to the children among your audience — it will often reveal the fundamental contexts, norms, and pop references that also extend to adults.

~ WORKSHOP ACTIVITY ~

Communicating Ciencia: Adapting to the Changing Faces and Voices of Mass Media

~ TEAM 1 | Reporting ~

Your Brief: Our news team has been assigned a longform multimedia package investigating whether Latino communities in the United States are disproportionately at risk for climate vulnerability. The package will be jointly published on Fusion.net, which targets an English-speaking, bicultural Millennial audience, and the *Washington Post*.

Please Discuss: 1) Which communities should we cover in our story? 2) How should we go about securing interviews, site visits, and visuals? 3) Would you write the story differently for Fusion versus *WaPo*? 4) What are pitfalls to be aware of? 5) Feel free to discuss and flesh out other strategy elements if time remaining.

~ TEAM 2 | Narrative Project ~

Your Brief: Researchers at our university have published a report linking pesticide exposure and migrant worker health in California's Central Valley. We are producing our own multimedia narrative website to explain the science involved; the personal experiences of migrant workers; and policy solutions forward.

Please Discuss: 1) How should we go about securing interviews to produce our narratives? 2) What risks might be involved in filming farm workers oral histories? 3) How do we make our science and our narrative resonate with both Latino and non-Latino audiences in the United States? 4) What are pitfalls to be aware of? 5) Feel free to discuss and flesh out other strategy elements if time remaining.

~ TEAM 3 | Public Information Campaign ~

Your Brief: Our science institution is launching a public information campaign on plastic pollution to explain its risks on the marine environment. The institution has put in a lot of resources into reaching our English-speaking guests, but just realized we should reach out to the Hispanic market. Our team has been asked to create a social media campaign that targets bicultural and bilingual Latinos.

Please Discuss: 1) How can we explain the science to non-coastal communities and engage them on this issue? 2) How can we ensure positive messaging? 3) What are culturally relevant calls to action that would resonate with Latino and non-Latino audiences? 4) What are pitfalls to be aware of? 5) Feel free to discuss and flesh out other strategy elements if time remaining.

~ TEAM 4 | Museum Exhibit ~

Your Brief: For Hispanic Heritage Month (Sept 15-Oct 15), our science center in Austin is creating a "Hispanic Science Pioneers" exhibit to highlight the contributions of Hispanics-Americans to U.S. science and engineering. Our center attracts guests of all demographics and ages, including bilingual speakers.

Please Discuss: 1) Who should be featured? 2) What biographical and scientific elements should be communicated? 3) How do we connect with different guest demographics? 4) What are pitfalls to be aware of? 5) Feel free to discuss and flesh out other strategy elements if time remaining.