Communicating with the Public

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Who is “the public?”

- Consumers
- Voters
- Not ag media
- Not producers
Why do it?

- You want to be a resource
Tip #1: Pick an audience

- 4-Hers? Parents? College kids?
Success story: Rutgers Equine Science 4 Kids!
Success story: Rutgers Equine Science 4 Kids!
Success story: Mom at the Meat Counter

Do you want to know more about your food and where it comes from?

Monday, October 8th
9 a.m. - 3 p.m.

Moms on the Farm

Join other women to learn more about your food and get new ideas on how to prepare locally grown meals.

- Depart by bus from Pauline Whitaker Arena at 9 a.m.
- Start the day with tours of a beef and dairy farm.
- End the day with cooking demonstrations by Arkansas Cattlewomen.

*Limited space available!
Deadline to register is October 1st

If you would like to join us or would like more information, please contact Dr.Janeal Yancey:
jws09@uark.edu (870)688-4247
Success story: Mom at the Meat Counter

- Writes in first-person to connect with larger audience
Success story: Mom at the Meat Counter

- Shows that real people care about keeping meat safe
Success story: Jr. Animal Scientist

- Use more familiar animal to grab attention
Success story: Jr. Animal Scientist

- Sneak in farm animal facts they really need to know.
Tip #2: Connect with the media

- Good reporters want to get the science right. You want to help them.
How to connect:

- Communications office
- Reporters on campus
- List of experts
Be a resource:

- Return calls
- Meet in person
- Recommend sources
- Help with statistics
- Offer to fact check
Pitfalls:

- Do NOT ignore bloggers
- Do NOT just refer to literature
- Do NOT use highly technical language
Conclusion:

- Pick an audience
- Make it personal
- Be a resource for the media
Questions?

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