

Following worksheets are included in "Public Engagement 101" panel by Amy Schalet and Ezra Markowitz is licensed under a CC-BY-NC 4.0. <https://creativecommons.org/licenses/by-nc/4.0/>

Public engagement and outreach goal-setting

What are your “big picture” public engagement/outreach objectives?

Think about what you want to accomplish over the next 3-5 years

Develop a short list of goals for 2019

The more specific the better (e.g., write two blog posts, give a public lecture, start a weekly podcast)

Identify key barriers that might get in your way

Again, be specific (e.g., time constraints, being maxed out energy-wise, necessary skills you don't yet have)

Public engagement and outreach goal-setting

What sources of support do you have to overcome these barriers?

Think about who, what, where, how, etc. (e.g., leveraging your personal network; trainings and workshops to build skills)

Create an **implementation plan**

List all of the concrete steps you'll need to take—and when you'll take them—in order to achieve the goals you wrote above (e.g., “talk to my advisor next week,” “sign up for OPD training in May,” “write bullet points for op-ed today”)

Visioning Change: Network Mapping

Message Development Activity: Content

Audience _____

My communications-specific goal is _____

What I hope to learn from this audience _____

What is the significance of your research?

So what: Why does this matter to your audience?

How does your research relate to human problems?

Problem: What is the issue that you are addressing?

Issue/Topic: What is the "Big Picture"?

What are your main findings/arguments?

What are 1-3 stats/stories that illustrate this?

Solutions: What can you and/or your audience do to address the problem (call to action)?

Media talking Points

Talking point #1

Talking point #2

Talking point #3

Talking point #4

Talking point #5

Message Development: Narrative Structure

First “translation” attempt: Combine Problem, So what?, and Solutions in one ABT paragraph

Second “translation” attempt: *Partner* attempts one ABT sentence of the paragraph above

Third “translation” attempt: *You* attempt one ABT sentence