***Workshop: Telling Your Research Story to Engage an Audience* | February 6, 2019**

A Collaboration between the GWC and EMS | Presenters: Kimberly Del Bright, Rebecca Payne, Gregory Wong, and Layli Miron

**Opening Prompt:***Take a look at the research summary you brought. Write a response to the following:*

*Did you write this summary with an audience in mind? If so, who? If not, who do you want to reach in the near future—a hiring committee, a funding agency, professional peers, others? Describe one specific audience for your research story—what do they care about most? What do they already know about your topic? What are their expectations and preferences?*

Click here to enter your response.

*Now, with this specific audience in mind, explain your research in* ***one sentence****.*

Click here to enter your response.

*When the instructor indicates, share your sentence with a neighbor. Discuss: are you trying to reach similar audiences? What challenges might you encounter in reaching them?*

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Audience: Who is impacted by this? Who can change this? Who cares about this? Click here to enter your response.

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| --- | --- | --- |
|  | Problems?  What specific dimension of the issue are you addressing? |  |
| Benefits?  Who does this help, and how? What improves in the short-term? Long-term? | ISSUE  Broadly, what are you working on? What keywords would you search to find your topic online? | So What?  How does this affect something your audience values? |
|  | Solutions?  What can be done to address the problem? Or what are YOU doing to address it? |  |

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