

## **The SciComm Toolkit Podcast**

### **Trailer transcript**

Title: Welcome to the SciComm Toolkit Podcast

Hello everyone and welcome to the SciComm Toolkit podcast. I'm Soph, or some of you may know me as Soph talks science. I am a molecular biologist turned science communicator and digital content creator, and I am so excited to be your host and finally bring you this podcast.

The SciComm Toolkit is a show for researchers and science communicators to get all the tools they need to communicate their science with confidence. Whether you are just starting out, want to learn a new skill or level up your scicomm confidence, this show will give you all you need to bring science stories to life.

Thank you so much for joining me on this exciting new adventure but before we get stuck in, let me tell you a little bit more about me and why on earth you might want to listen to what I have to say, why I wanted to start this podcast idea and some more about what to expect in each episode.

So let me take you back to 2016. The year of the Rio Olympics, the Brexit vote and the year we lost the iconic Alan Rickman. I was in the lab wearing my favourite yellow lab coat half way through my PhD still listening to Adele's '25' album on repeat with no idea that science communication was really a thing, let alone something I could do as a career post-PhD. But a requirement of my PhD was entering a 3 Minute Thesis competition and I cannot tell you how much I kicked up a fuss and was finding any old way to get out of it. I was unsuccessful, but boy am I glad I was.

I actually ended up winning that competition and falling in love with writing about and sharing science in fun and creative ways. I soon realised that this was it for me. This was what I wanted to do. And with two years left of my PhD I scratched and clawed to find myself as much experience as I possibly could so that I could land myself that dream scicomm job. I started my science blog Soph talks science, I started sharing science on Instagram, I presented and organised festivals, got two internships and more which meant I was lucky enough to move into science communication full time where I have been for over two years now.

The thing is though - after I had my ah-ha moment. That lightbulb moment where I just knew this was what I wanted to spend the rest of my career doing, I had no idea how to get there, and I couldn't find any support or training that was free or affordable to me as a PhD student on what was essentially minimum wage. So, I learnt on the fly, spent hours looking for the right information that could help me improve any skills, and was experimenting and improving by trial and error mostly. What I wish I had had was accessible information and training from experts who could give me guidance and advice on how to get started and how to improve without having to spend hours and hours searching for it. And that is exactly what I hope for this little podcast project of mine to become.

I hope that over time the SciComm Toolkit will become the ultimate guide for everyone's science communications wants, needs and dreams. It will be what you want to know, what you need to know and what you didn't even realise there was to know about science communication. I want to create what I was looking for back in 2016, and build upon it as this field continues to grow and everyone continues to do new and innovative things.

You might be wondering why a podcast and not just stick to the blogging? Well, there's a few reasons for that. Firstly, I love podcasts, audiobooks and radio - I love being able to sit in a big cosy chair, close my eyes and just listen to what is being shared, I love to create and to challenge myself to learn new skills too, but ultimately I want to share knowledge. Just like scientific knowledge should be available to everyone, I think the things you need to know in order to share that science should also be available to everyone because at the end of the day that will help to make science more accessible with more and more confident communicators to come full circle. I also know that as a researcher it can be difficult to take time away from the day job to get the scicomm experience or training you want, but now I can bring it straight to your ears while you are feeding your cells, making up buffers or running that next Western blot - god I don't miss those!

So, what can you expect from each episode and each season? There will be solo episodes from yours truly, where you will get insights and advice from my experience as a science communicator - both as a full time job, but also as a scicomm side hustler - and all the things I continue to learn. We will answer questions like how do I even get started, how do I turn my scicomm side hustle into a professional gig, how do I pitch my research to a journalist or even how to design a demo about your research and everything in between. Anything you might need to share science with an audience, this toolkit has got you covered - whether its interviews, videos, books, websites, festivals, chats in the pub, academic conference talks, or social media, we will cover it all! Some episodes we will dive into the nuts and bolts of a particular platform like podcasting or Instagram, whereas others will be skills that can be applied to any way you communicate.

There is no cookie cutter one size fits all approach to scicomm though so I will be sprinkling some interviews with other science communicators from across the globe throughout the seasons. We will talk to them about their work and experiences, and together explore a topic or issue in science communication. I already have some incredible guests lined up and I cannot wait to share those interviews with you. This way I hope that you get all the experiences, all the perspectives and all the tips and advice so that you can find the best way for you to find your scicomm confidence

Each episode will have a tool that you will be able to take away and take action on immediately - that might be a resource, it might be some guidelines, it could be a template, a planner or a workbook. Something that is going to give you something to DIY and build your own scicomm toolkit.

There may be some sneaky little extra trade hours where we share some bonus tips, unseen footage or talk about something more fun or more personal. And almost definitely me trying way too hard to fit in too many construction themed puns - ha!

Whoever you are, I am thrilled that you are here and want to learn more about science communication. I can't wait to help give you all the tools so you can build whatever scicomm future you want to build.

If you have made it this far, thank you for listening! If this sounds like your cup of builders tea then make sure to subscribe to the show on Apple podcasts, Spotify or wherever you get your podcasts so you don't miss a single episode!

And that is that. An intro to what to expect for the show. Hopefully see you next time. Bye for now

Podcast description:

The SciComm Toolkit podcast is the show for researchers and science communicators to get all the tools they need to communicate their science with confidence. Whether you are just starting out, want to learn a new skill or level up your scicomm confidence, this show will give you all you need to bring science stories to life. You will get insights and advice from award-winning science communicator Dr Soph from Soph talks science, as well as hearing from other expert communicators to help you build up all those tools in your own scicomm toolkit. Each episode will have actionable tips, resources or exercises that you can act on straight away. Tune in to learn how to educate, entertain and empower with your science communication.

### **Tagline**

**The podcast that will give you the tools to bring your science to life**

**The podcast for scientists to get all the tools they need to communicate their science with confidence.**

This is the show for scientists who want to communicate their research, or anyone that just wants to share the wonders of science with the world - NEED A STRONGER TAGLINE HERE!!!

The podcast that will give you all the manuals you need to communicate science with confidence using the tools in your toolkit/toolbelt and bring science to life

The podcast that will help you bring science to life with the tools in your toolkit

To help you educate, entertain and empower

### Episode openers

Grab your toolbelt, let's build...

I've finally taken the plunge, lot of people said I should start one because of |Soph talks science, lends itself well

"Welcome to the self assembly arena" for DIY section

The podcast for those who want to communicate science and those who already are

Dive down into the nuts and bolts of different ways of doing science communication

Hammer down all the reasons why you should be doing this

Dive into the nuts and bolts of

Create the ultimate science communication toolkit that you will need

Episode 1 - By science communication for this show I mean everything that comes under scicomm, public engagement, science outreach, science education and more - those boundaries can be a little blurry so we are just going to include it all

You can find the podcast on Instagram @scicommtoolkit and you can find me there too @soph.talks.science and you can head to [soph.talks.science.com/blog](https://soph.talks.science.com/blog) to see many more scicomm tips and insights that I have shared already

I'd love to learn more about you too, so feel free to connect on Instagram and tell me what scicomm you are up to and let me know what topics you would like to see covered on the show so I can learn how to help you more, or find the right guest to share more with all of us