



National Water Quality Monitoring Council

Working together for clean water



## NWQMC Webinar Series

# Using the Right Tools to Develop Effective Science-Based Messages for Any Audience

*Presented by*

**Aaron Huertas, Cater Communications and ScienceCommunicationMedia.com**

**Tuesday, July 26, 2016, 2:00 – 3:00 p.m. EST**



Scientists and science communicators have developed dozens of tools to help researchers explain their work to public audiences, from message boxes to narrative structure to soundbite templates and improv exercises. Effective science communication often relies on many of these approaches to help scientists reach different audiences. Huertas will discuss these tools, how he uses them when he works with technical experts, and how water researchers might use them in their work.

Huertas is a science communicator based in Washington, DC. He works full time as senior Washington director for Cater Communications, a bipartisan energy, climate and science communications firm. He runs [ScienceCommunicationMedia.com](http://ScienceCommunicationMedia.com) and hosts Nerd Nite DC, part of a global network of educational nightlife events.

*The webinar is free; pre-registration is required. Please login 10 minutes early.*

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