

Tick Awareness through Radio

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Communication



Communication

To share

To make common



Shared understanding



Information dissemination & feedback

Benefits from Science Communication

Non-Scientific

- Knowledge – Informed decisions
- Improved health & well-being
- Reduced fear or anxiety

Scientific

- New research questions
- Speeds delivery of research
- Networking with others
- Funding

The Alphabet of Science Communication

A	Articles	I	Interactive media	Q	Question & Answer	Y	YouTube
B	Blogs	J	Journal publications	R	Radio	Z	
C	Conference/ Citizen Science	K	Knowledge Exchange events	S	School/ Social Media		
D	Discussion groups	L	Lectures	T	Talks/ TEDx		
E		M	Magazine	U	University		
F	Festival of Science	N	Newspapers	V	Video		
G	Games	O	Oral presentation	W	Webinar		
H		P	Presentations/ publications	X			

Radio and a tool for Science Communication

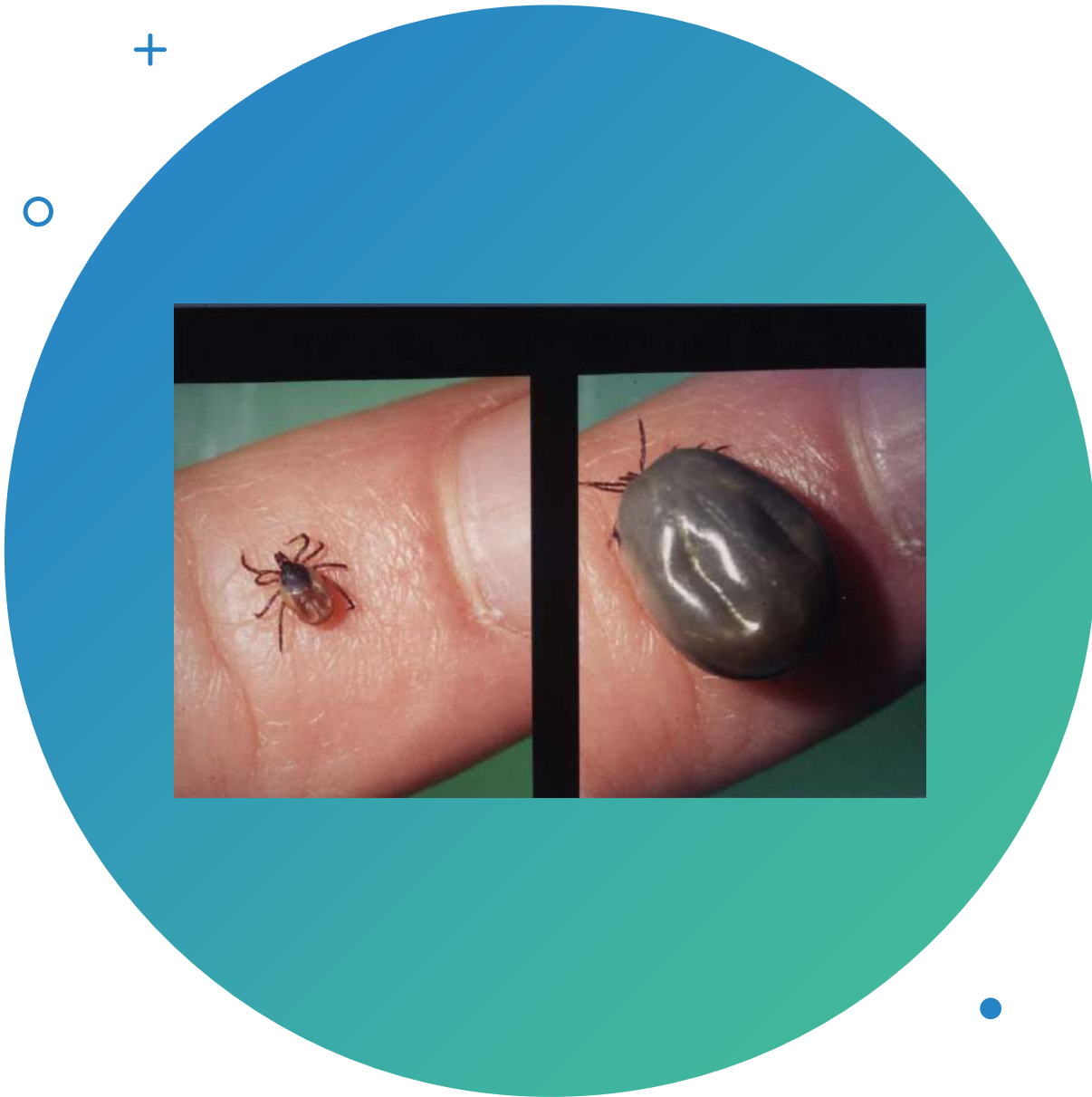
- Keep it entertaining!
- Create mental images
- Use jargon-free language
- Personalise with anecdotes
- Podcast – allows replay and sharing





Radio 4: Inside Health

- Previous TV & Radio experience (COVID)
- Approached (few date options)
- Initial time too cold for tick questing!
- ‘Plan B’ – just one week prior to airtime
- Combined ticks in their natural environment & laboratory aspects.



Allow Time!

- Retakes!
 - Planes overhead
 - Car noises
 - General public
 - Crackly coat noises
 - Laboratory equipment noises
 - Other people

One day condensed to half an hour!

- And the finished product!
- <https://www.bbc.co.uk/programmes/m001y87f>



Benefits

- Promotion of our research
 - New connections for potential samples
 - New collaborators
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- Would I do it again?
 - **YES!**



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