



## **Dispatches from the Dirt Lab: The Art of Science Communication**

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The variety of media currently available provides more opportunities to science communicators than ever before. However, this variety can also work against the goals of science communication by diluting an individual message with thousands of others, limiting the communicator's ability to focus on an effective method, and fragmenting an already distracted audience. In addition, the technology used for content delivery may not be accessible to everyone.

“Dispatches from the Dirt Lab” is a series of short (ca. 6 minutes) Internet videos centered on earth and soil science concepts. The initial goal was to condense several topics worth of classroom demonstrations into one video segment to serve as an example for educators to use in their own classrooms. As a method of science communication in their own right, they integrate best practices from classrooms and laboratories, science visualization, and even improvisational theater. This presentation will include a short example of the style and content found in the videos, and also discuss the rationale behind them.