



## Good science communication is an art

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Apparently Albert Einstein once said that “you really don’t understand something unless you can explain it to your grandmother”. This quote, though not referring to my Granny who obtained 5 bachelor degrees in her life, should be tattooed on the forehead of any professional meteorologist currently trying to communicate their work in the highly politicalized rabbit-warren world of alternative-facts strewn science.

At best it is a challenge; at worst it can be career-ending.

So how does a good scientist learn to become a good communicator? Furthermore what makes a good science story? And most importantly, why bother?

Simply put: for informed decision making we need great science communicators.

The good news is that there is a consummate thirst for our particular niche of scientific information. Arguably in fact, weather and climate are the most important science topics talked about today..

But, this then places a great deal of responsibility on the shoulders of those scientists who personally volunteer to help get their message out. Poorly devised communication, with unclear or a badly executed delivery can backfire on the subject matter, the scientist under the spotlight, and sometimes even the meteorological community as a whole.

Good science communication is an art.

The first hurdle is overcoming the very nature of the subject matter – it’s complicated!

Learning to deliver the tricky nuanced details about the fluid-in-motion we call the atmosphere, is tough. But if it was easy, well, as they say, “everyone would do it”.

The biggest hurdle though, is in the delivery. And that’s where scientists can and (in my mind) should be given more training. An enthusiastic and willing scientist can be taught the tools to master any type of interview. Genuinely authentic scientists (read: nerdy) are widely recognized as credible, trustworthy promoters of our profession – something we desperately need in these times of cleverly concealed “fake news”.

So, listen up grandmothers, and grandfathers, and indeed everyone else – let’s start embracing good science communication.