



Know your audience:

- There is no one 'public' ... there are 'Publics'
- Different groups of people will have different expectations for speaking with you.
- The public wants to know how your research impacts their lives and their societies.
- The media wants to know what makes the findings of your research important, including how it's different from what others have done.
- Potential investors want to know whether your work will provide them with a significant return.
- Peers will be interested in determining whether your work may provide an opportunity for future collaboration.
- Leadership at your company needs to know if a project has achieved the expected results and should progress to the next phase, or if changes are needed.
- It's important to approach each audience differently and to tailor your communication based on the group's unique interests.