

Science Outreach Through Blogging and Podcasting



Kelly Weinersmith
Huxley Faculty Fellow
BioSciences Department
Rice University
www.Weinersmith.com



@FuSchmu
@AmSocParasit



Kelly Weinersmith

Rice University

University of Michigan Early Career Scientists Symposium

📅 February 3, 2015 | 📁 [My Research!](#), [Parasites](#) | [Tweet](#) 0

About Me

Research

Publications

Gallery

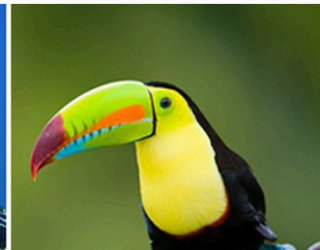
Blog

Podcasts

Download CV

I'm thrilled to announce that I have been invited to speak at the [University of Michigan's Early Career Scientists Symposium](#)! The talks this year will be about the ecological and evolutionary processes of the microbiome, and I'll be talking about how *Euhaplorchis californiensis* manipulates the behavior and physiology of its intermediate host (California killifish). I'll also talk about the ecological and evolutionary implications of parasite manipulation of host phenotype.

The keynote speakers are Drs. [Seth Bordenstein](#) and [Georgianna May](#). Reading through the talk titles from the keynote speakers and the rest of the invited speakers, it looks like it's going to be an really awesome event. [Click here or on the image below for more information about the event.](#)



www.ScienceSortOf.com

SCIENCE... *sort of*

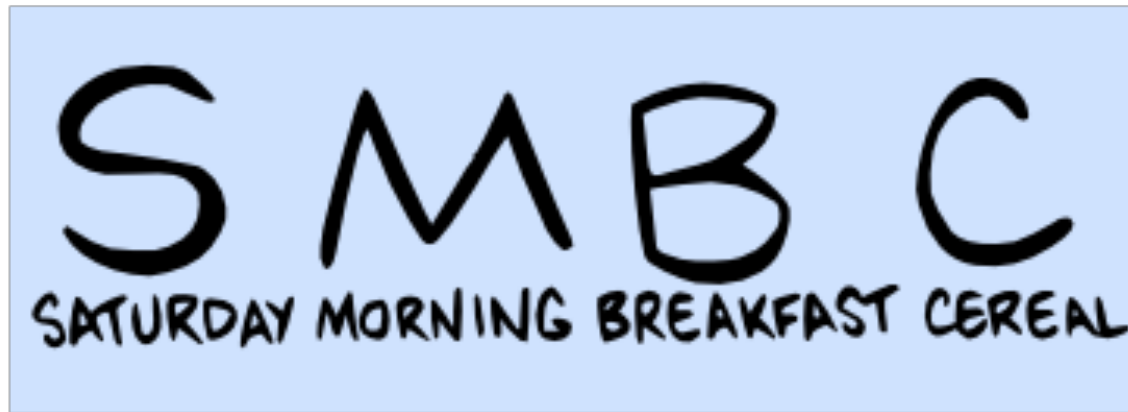


www.WeeklyWeinersmith.com

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What works for one person
might not work for you...



Zach Weinersmith ✓
@ZachWeiner FOLLOWS YOU

His comics are the very best, Credo quia
absurdum est; Married to [@fuschmu](#);

TWEETS
27.9K

FOLLOWING
1,532

FOLLOWERS
95.4K

FAVORITES
4,079

LISTS
1

Tweets

Tweets & replies

Photos & videos

★ Pinned Tweet



Zach Weinersmith @ZachWeiner · Apr 20

How to get started: Blogging



WORDPRESS

How to get started: Blogging



Blogger (through Google)

Are you a lone wolf, or a pack animal?

<https://dynamicecology.wordpress.com>

Reader Follow

Dynamic Ecology

Multa novit vulpes



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Getting Started

- Practice
- Figure out your writing style
- Determine how frequently you can update
- Make a buffer
- **Read books and papers**

How to get started: Podcasting



WORDPRESS

1) Set up your website

Are you a lone wolf,
or a pack animal?



Brachiolope Media Network

How to get started: Podcasting



Audio Hijack



2) Record

How to get started: Podcasting



3) Edit your audio

How to get started: Podcasting



Levelator

4) Normalize your audio

How to get started: Podcasting

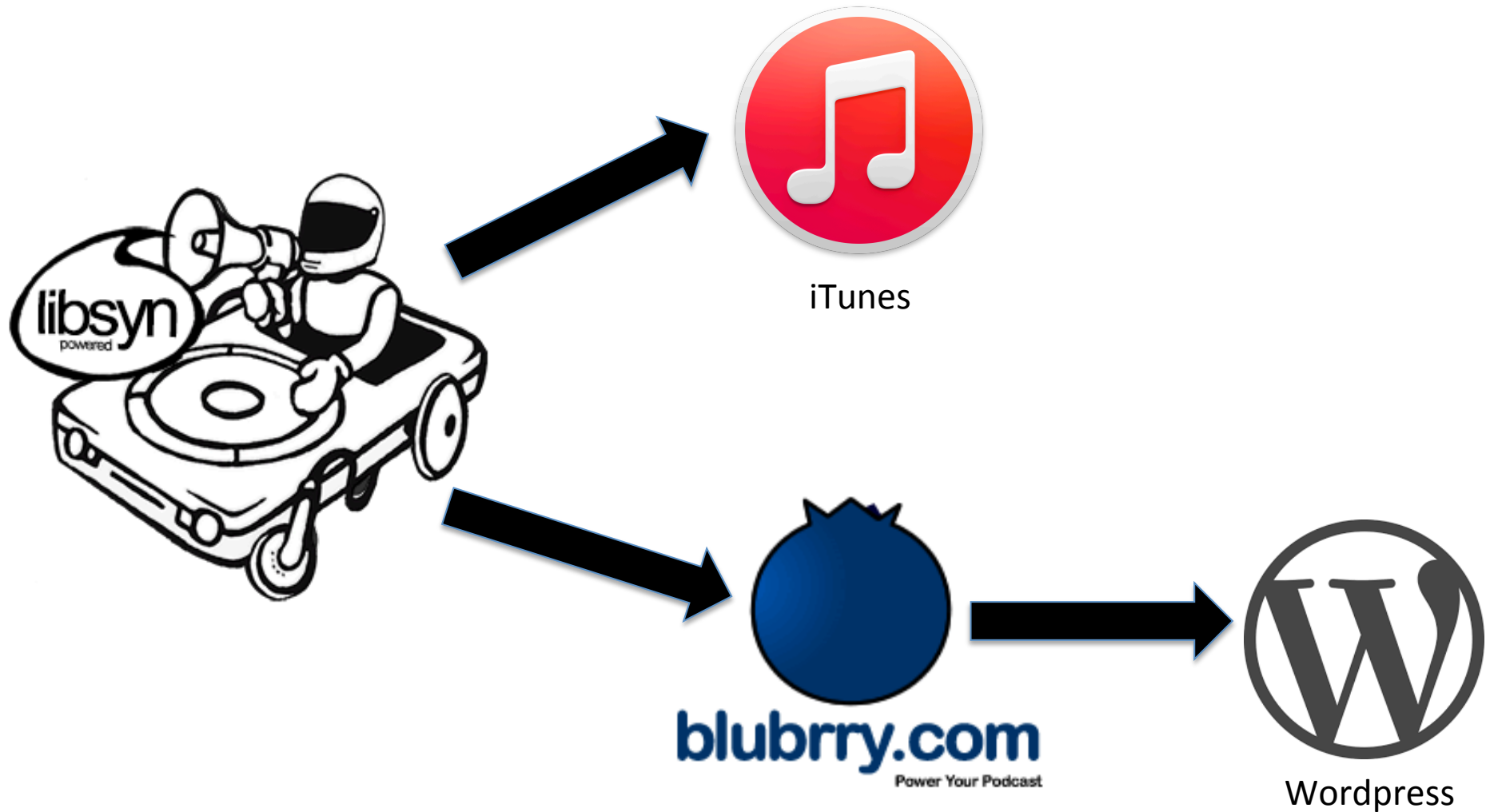
\$20 per month (though
there are cheaper plans)



Liberated Syndication (LibSyn)

5) Host your file

How to get started: Podcasting



6) Post to iTunes & your website

How to get started: Podcasting



Et cetera...

7) Share

Other Resources: Podcasting

Buzzsprout: How to Make a Podcast


Apple: Making a Podcast

How to build and keep an audience

- 1) Be interesting & memorable
- 2) Be consistent
- 3) Be part of the conversation
- 4) Network with other outreach folks
- 5) Self-promote

What kind of outreach should you do?

Costs of Outreach

← → ↻  phylogenomics.blogspot.com/2014/04/grant-review-eisen-may-not-be-able-to.html

THE TREE OF LIFE Blog of Jonathan Eisen, Professor at UC Davis. 

“Outstanding group of individuals, ...but Eisen ...may not have the bandwidth to coordinate this on such a large project alone, especially given his high time commitment to his blog.”

Benefits of Outreach

- 1) National Science Foundation Broader Impacts
- 2) Networking
- 3) Crowdfunding
- 4) Book pitch packets
- 5) The public pays for science



THANKS!

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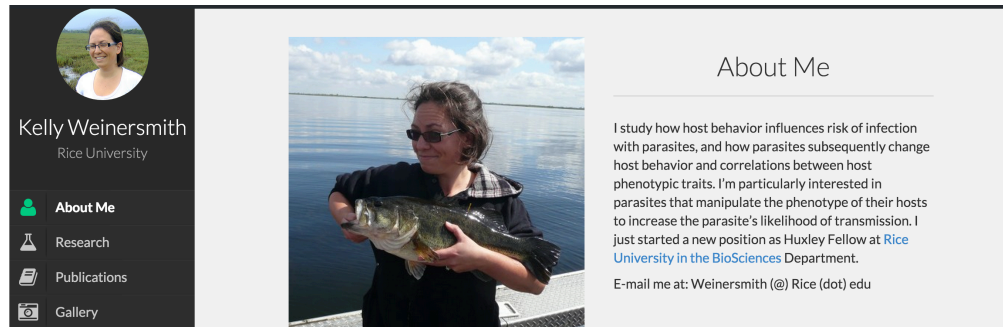
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www.WeeklyWeinersmith.com

E-mail me at

Weinersmith@Rice.edu if
you have questions.



The screenshot shows a personal website for Kelly Weinersmith at Rice University. On the left is a dark sidebar with a circular profile picture and links for 'About Me', 'Research', 'Publications', and 'Gallery'. The main content area features a large photo of Kelly holding a large fish. To the right of the photo is an 'About Me' section with text about her research on host behavior and parasites, and her role as a Huxley Fellow at Rice University's BioSciences Department. It also includes her email address: Weinersmith (@) Rice (dot) edu.

www.Weinersmith.com



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