

# #SCICOMM 101

## OPPORTUNITY MENU

### DIGITAL STORYTELLING

#### Earth to Florida Blog Post (3 slots)

Write an educational blog post that explains something related to Earth systems (air, water, land and life) in Florida. Topic must be something relevant and timely and must answer the questions—What's going on? Why does this matter? What can I do? and Where can I learn more? The post will be featured in TESI's Earth to Florida newsletter. You can either pitch an idea, or we can assign one based on the month's timely topics.

**400-600  
words**

#### iDig Bio Blog post (Biodiversity Spotlight – 2 slots)

This blog promotes biodiversity education by highlighting a different organism each month. Each spotlight includes natural history information, current research, etc. Pitch us your idea!

**400-600  
words**

#### iDig Bio Blog post (Research Spotlight – 2 slots)

The goals of this blog are to highlight the use of digitized specimen data in research projects, the importance of vouchered specimen collections and their data for research, different ways that collections data can be used in research projects, and/or positive outcomes, such as policy changes or conservation actions, as a result of research using vouchered specimen data.

**400-600  
words**

#### Museum Science Blog Post (3 slots)

Write a blog post for the Florida Museum science news site that is a feature about your field-work, an educational or "explainer" blog post about your field of research, or a "Five Facts" blog post about a particular topic – or pitch us an idea!

**400-800  
words**

#### Massive Science Story

Join the Massive Science consortium (\$10 one-time fee) and work with editors to publish a story about recent peer-reviewed research, or an op-ed about a topic you care about. Stories published on Massive Science have the chance to be picked up by other major news outlets. Note that these slots are not guaranteed and are based on Massive Science editors' acceptance of the pitch and agreement to publish the story. See examples at: <https://massivesci.com/> To pitch a story to Massive editors, contact [pitches@massivesci.com](mailto:pitches@massivesci.com).

**varies**

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### Conversation U.S. Story

varies

Become an author for The Conversation and publish a story about a relevant science topic. See examples at: <https://theconversation.com/us>. Note this opportunity is only open to Ph.D. candidates and is not guaranteed; this slot is based on The Conversation editor's acceptance of a pitch and agreement to publish a story. Stories published on the Conversation have the chance to be picked up by other major news outlets.

### TESI Facebook Takeover (3 slots)

varies

A series of 5 posts (including text & photos) or one Facebook Live Q & A. Topics must be related to Earth systems (air, water, land or life) or showcase a "Day in the Life" of you as a scientist.

### Know Your Florida Instagram Takeover (3 slots)

2,200 char.

A series of 5 posts (including text & photos/graphics) about Florida's natural history. Topics can include information about Florida wildlife (past and present), native peoples, history of science in Florida, and more!

max

### iDigBio Twitter thread (2 slots)

280 char.

Post/thread about biodiversity, digital data, etc.

max

### Florida Museum Instagram Guest Post (2 slots)

2,200 char.

A series of 3-5 posts centered around a certain topic. Photos/canva graphics/GIFs must be original content. No stock content allowed.

max

### Social Media Takeover @iamscicomm

280 char.

### (unlimited, but must go through a selective process)

A guest-curated Twitter account for scientists who do communication and outreach or professional communicators. This account has more than 24,000 followers.

max

### Streaming Science

varies

You could engage in one of our photo essays, podcasts, labs and landscapes (360 tours), or electronic field trips. Please contact: Jamie Loizzo ([jloizzo@ufl.edu](mailto:jloizzo@ufl.edu)) for more information.

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### FACE-TO-FACE

#### Science Surprises (K-5 unserved audience, Spring & Fall, ~10-30/event)

Afterschool outreach program in which students will explore the science of nature by engaging in a series of hands-on activities. Develop and deliver an activity related to your research interests that will become part of the Science Surprises series.

**1 hr + dev.  
time**

#### Florida Museum Science Nights Activity (K-5, Spring & Fall, ~300/event)

Afterschool evening event focused on students and their families. Develop and deliver hands-on activities and/or demonstrations highlighting STEAM, careers in science and Florida natural history.

**2 hr + dev.  
time**

#### Inquiry Box Activity (K-12, Spring & Fall, ~28-120/event)

Move the educational power of the Florida Museum of Natural History into the classroom. Develop and deliver collections-based activities to engage students in a formal classroom setting.

**4 hr dev.  
time**

#### Discovery Cart Activity (All ages, All seasons, 25-100/day)

Develop a hands-on tabletop activity related to your research interests to be delivered on the museum floor.

**2 hr + dev.  
time**

#### Science on Tap Tabling (Adults, Spring & Fall, ~100/event)

Setup a table at this informal science talk at local brewery! Prefer topic to fit theme of the evening but can be flexible.

**2 hr + dev.  
time**

#### SEFS Scientist Classroom Visit (K-12, Spring & Fall)

Share your science in a K-12 classroom through the Scientist in Every Florida School program.

**3-4 hr dev  
time**

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### FACE-TO-FACE

#### Ask a Scientist (All ages, Spring & Fall, ~500)

Develop a hands-on tabletop activity related to your research interests to be delivered on the museum floor. Be prepared for museum visitors to bring questions and/or specimen to you to ask questions. Limited to 1-5 activity tables per day.

3 hr + dev.

time

#### Fieldwork Fails: A Live Storytelling Event (Adults, Spring & Fall, ~200)

Work with storytelling coach Taylor Williams to craft a personal, true story that encompasses your experiences as scientists and perform in front of a live audience in the museum.

2 hr + dev.

time

#### Summer Camp Guest Speaker (K-5, Summer, ~100)

Visit our museum camp as a guest speaker to deliver 20-30 minute talks on the camp topic of that particular week. Each week features two topics so lots of opportunities to reach our campers!

2 hr + dev.

time

#### Discovery Zone Nature Ambassador Family Encounters

##### (All ages, Year-round)

Thrill and engage our youngest visitors and families by developing a hands-on activity to share in the Discovery Zone.

2 hr + dev.

time

#### Tot Trot Nature Ambassador (2-5 year olds plus guardian, Year-round)

Develop a hands-on program to explore outside to with a focus on science and nature.

2 hr + dev.

#### Create a Discovery Box for the Discovery Zone (All ages, Year-round)

Develop a creative way to share your science interest or specialty while inspiring our visitors.

Open-ended