How to tell your story to the public and why you should not be afraid of reporters.

Many graduate students and postdocs are warned, early in their careers, to avoid talking to reporters. A senior professor might say, "It's not worth it. They'll misquote you. They'll mangle the facts."

But consider this: if scientists do not step forward to explain their work, how will people get the information they need to navigate today's increasingly complex world? The internet is rife with pseudoscience. Given that so much research is funded by taxpayers, you have an obligation to tell your story.

And you needn't be afraid. In this talk, I'll give you guidelines for how to prepare for interviews, how to avoid being misquoted, how to communicate clearly. It's not as scary as you think.

The bio:

Sandra Blakeslee is a science journalist who has spent forty years writing for the New York Times. For the past 20 years, she has specialized in the neurosciences, although she's prepared to cover just about any topic in science or medicine.

She has also co-authored many books including "Phantoms in the Brain" with V.S. Ramachandran, "On Intelligence" with Jeff Hawkins and "The Body Has a Mind of Its Own" with Matthew Blakeslee.

Sandy lives in Santa Fe, New Mexico and is currently working on a new book on how to save all your memories in a digital format.