



# Workshop ‘Outreach’

During the workshop ‘Outreach’ with ARCHON, we are going to focus on getting academic research (both PhD and RMA) out of its ivory tower and making it accessible to a wider audience. Together with [De Focus](#) (a platform for students and alumni who wish to transform their thesis into an article within the context of science journalism), we are learning through a hands-on approach how one can present the insights resulting from one’s research in journalistic yet scientific way, in order to make it easier for a wider audience to understand.

At the end of the workshop, you will leave with your own introduction as a first step toward such an article. Thus, participants (25 max.) in this workshop learn how to communicate academic knowledge toward society. That’s not only helpful if you’re writing a research proposal, but also when you apply for funding or in other application processes, or merely for the sake of self-advertisement as an expert. In all of these cases you have to convince an audience that also consists of non-experts.

## Program

Thursday 12 November 2020, Werner Mohr and a team of moderators from De Focus will host the workshop in Microsoft Teams.

13:30 - 13:50	Introduction on ‘Outreach’ and criteria for effective outreach
13:50 - 14:45	Part I: editorial teams edit their members’ concept blogpost (see preparatory assignment).
14:45 - 14:50	Part II: each team selects the blogpost of which the editing process was most instructive.
14:50 - 15:20	Plenary conversation about the selected blogposts and processes
15:20 – ca.15:30	Further tips toward an article and workshop evaluation (including some time margin).

## Preparatory ‘Outreach’ Assignment

In preparation for the workshop, you are asked to write a blogpost based on the content of your thesis, advanced research proposal or already existing article concept, to be submitted in the ‘files’ channel of your team in Microsoft Teams. This blog will be the working material during the workshop. Each editorial team consists of (approximately) five members.

The blogpost lacks the strong demands associated with an academic article; rather, it should be a concise, easy and appealing read that emphasizes the relevance for readers that may not be so familiar with the discipline in question. Still, the scientific dimension remains evident; indeed, the blogpost takes the first steps towards tackling a problem of scientific interest and should be arguing in a scientifically sound manner for a solution.

The blog has a maximum length of 400 words and can consist of multiple paragraphs. Among the substantive criteria are clarity, accessibility for the layperson, target audience, suitability of the scope, stylistic appeal, and the title’s strength. Further guidelines can be found in the [LibGuide on ‘Outreach’](#) (particularly, under “How do I write an article?”) Finally, please take a look at [the website of De Focus](#) and get inspired by the style and form applied in the published articles. Most of them are in Dutch, but follow [this](#) and [this](#) link to find examples of English articles.

Finally, prior to the workshop, every participant reads two blogposts from other members of their editorial team, and gives suggestions on how to improve the text, within the file in Teams. The aforementioned guidelines should again be consulted in formulating the feedback. We explicitly ask you *not* to read the blog posts of the team members you are not providing feedback to.

### **Assignment during the session**

In the first part of the workshop, the teams will spend ten minutes per article discussing the feedback provided by two 'editors'. Before the feedback is discussed, the two team members that did not provide feedback will get the chance to read the blogpost with 'fresh eyes'. These readers will be asked to give their first instinctive impression of the article. Meanwhile, the writer reads and reflects on the editors' feedback. Then, the team gets the chance to discuss the feedback in more detail. The process will be moderated by an experienced editor of De Focus.

After five editing sessions, each team selects one blogpost to present to the general group in part II of the session: their selection should be based in part on the quality of the article, but also to a large extent on which editorial process they found the most insightful. In about five minutes they explain to the rest of the group why they selected this text and what they learned from the feedback process. Were there common pitfalls, how were these issues addressed, was it helpful using team members as a peer audience, how did the 'readers' perceive the text? All groups are then invited to respond to these reflections.