Washington, DC (August 2010) — With recent events such as oil spills, failing fisheries, the bitter debates over climate change, and the creation of a new ocean policy, science is increasingly in the public spotlight. But often, scientists don’t know how get their point across and establish why their work is relevant chiefly because learning to communicate is a critical life skill not often taught within academia. Scientists simply aren’t prepared to talk to journalists or to policymakers.

The new book *Escape from the Ivory Tower: A Guide to Making Your Science Matter* helps scientists cut to the chase and share their hard-won insights with the wider world. It is a frank, practical, and entertaining “how-to handbook” for scientists who want to engage their audiences, ace their media interviews, promote their papers, enter the political fray, and otherwise make their science heard. Author Nancy Baron includes perspectives from science journalists, decision makers, bloggers, and some of the more than four thousand scientists she has trained in communication workshops. Many of her trainees have gone on to become well-known spokespersons for science-related issues.

With so many environmental and science issues demanding their attention, government officials and resource managers need to hear what scientists have to say now more than ever. Baron writes that “not a day goes by that the public and policy makers could not benefit from the knowledge and expertise of scientists to inform current events and public debates, but there are still too few scientists who are prepared to speak up.”

*Escape From the Ivory Tower* is based on Baron’s past decade as lead communications trainer for the Communication Partnership for Science and the Sea (COMPASS) and Stanford University’s Aldo Leopold Leadership Program. The book includes insider stories from well-known scientists and candid advice from journalists and policymakers, all of whom have learned from the school of hard knocks. Baron synthesizes their advice into a “Toolkit for scientists” that includes how to:

- Deliver a clear message,
- Ace your interview,
• Fine-tune your message for radio and television,
• Reach out with your science instead of waiting,
• Promote a paper,
• Survive and thrive despite backlash, and
• Enter the fray of politics, or leadership.

Beyond these tools and techniques, Baron explores the personal risks and rewards of being a scientist communicator. Through the stories of high-profile scientists who have succeeded in reaching beyond academia, Baron details ten steps toward becoming a successful leader and agent of change.

Escape From the Ivory Tower offers solutions to many dilemmas that scientists face. As Donald Kennedy, former editor-in-chief of Science, states in his foreword to the book, “We are moving into an interesting and exciting but unfamiliar future. To those who would be its leaders, the advice in these pages provides essential guidance.”

Nancy Baron, Director of Science Outreach for the Communication Partnership for Science and the Sea (COMPASS), is a zoologist and an award-winning science writer. She is the lead communications trainer for the Aldo Leopold Leadership Program at the Woods Institute for the Environment at Stanford University and focuses on helping environmental scientists translate their work effectively to journalists, the public and policy makers.

Advance Praise for the book:
"Nancy Baron is a master of the art of science communication. Escape from the Ivory Tower is essential reading for scientists who want their work understood by the public and decision makers."
— Natasha Loder, Science and Technology Correspondent, The Economist

"In our age of information overload it is easy for research to disappear without trace. If you want yours to get noticed, read Nancy Baron’s excellent guide." — Callum Roberts, Professor of Marine Conservation, University of York and author of The Unnatural History of the Sea

“At last! The definitive manual on communicating science effectively in an era of environmental change — Baron’s book provides the practical tools to make a difference.” — Diana Wall, Director, School of Global Environmental Sustainability, Colorado State University

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