



THE LABORATORY OF TREE-RING RESEARCH

presents a talk by

John Besley
(Michigan State University)

*Being a more strategic, evidence-based science
communicator*

Wednesday, February 25, 2026 - 12:00pm to 1:00pm
Room: Bannister 110

Building on his book *Strategic Science Communication*, John will share ideas about how to think more strategically about communication efforts. He will focus in particular on the importance of ensuring that all communication choices begin with a clear understanding of what you want your audience to consider doing as a result of the communication (i.e., identifying “behavioral goals”).

Although this idea may sound simple, John will discuss how many science communication conversations tend to focus on tactics rather than goals (e.g., “tell stories,” “engage in dialogue”) or on vague outcomes such as “correcting misinformation,” “building trust,” or “fostering literacy.” He will highlight how unclear goals can lead to ineffective communication and missed opportunities, as well as how scientists who communicate can identify ethical behavioral goals.