

Recommended Reading by our Panelists

Recommended by Alicia Aebersold:

Social media as the great equalizer – be your own PR person and have a real impact

<https://www.linkedin.com/pulse/social-media-great-equalizer-your-own-pr-person-have-aebersold/>

How to work with the media

<https://www.apa.org/pubs/authors/working-with-media>

How to write for a non-academic audience

Communicating about research is more important than ever

<https://www.apa.org/monitor/2021/01/career-write>

Recommended by Jonathan Wai:

Communicating what we know and what isn't so, *Perspectives on Psychological*

Science: <https://journals.sagepub.com/doi/abs/10.1177/1745691620964062?journalCode=ppsa>

Don't' Be Such a Scientist: Talking Substance in an Age of Style

<https://islandpress.org/books/dont-be-such-scientist-second-edition>

Escape from the Ivory Tower: A Guide to Making Your Science Matter

<https://islandpress.org/books/escape-ivory-tower>

The Craft of Science Writing: Selections from the Open Notebook

<https://www.theopennotebook.com/the-craft-of-science-writing/>

Recommended by Ali Mattu:

The Science Writers Handbook: Everything You Need to Know to Pitch, Publish, and Prosper in the Digital Age

<https://www.nasw.org/bookstore/science-writers%E2%80%99-handbook>

<https://www.amazon.com/Science-Writers-Handbook-Everything-Publish/dp/0738216569>

Made to Stick: Why Some Ideas Survive and Others Die

<https://heathbrothers.com/books/made-to-stick/>

Presentation Zen

www.presentationzen.com