

The News Moments of a Research Project

Date (when)	Moment (what, how, where)	Audience (who)	Purpose (why)
	Idea or problem (proposal)	Funders, supporters	Gain support to conduct research or implement project.
	Grant awarded	Funders/donors, other scientists, employers, interested public	Enhance understanding of the funds required for science, and sources of those funds. Alert people to science in their backyard. Measurable accomplishment for researchers.
	Field work		Enhance understanding of how science works, and who scientists are, inspire others. Connect with local audience, build relationship with journalists.
	Presentation		Connect with target audiences, practice messages.
	Preliminary findings		Get feedback to improve research and its impact, connect with target audiences, such as policymakers, attract more funding, etc.
	Publication		Connect with broader audiences. Broadcast message. Create new partnerships and ideas. Measurable accomplishment for researchers.
	Impact (findings are referenced, used)		Enhance public understanding of the nature and value of science. Measurable accomplishment for researchers and funders.