

What does it mean to be a science communicator?

Stephanie Castillo, *Vanderbilt University, Nashville, TN*

When trust in science is at an all-time low, how can science communication be used as a tool to rebuild trust in science with the public? Understanding the science of science communication will provide insight into how to effectively talk about science to the public. As a chemist turned science communicator, I have experienced the importance of going beyond the lab to talk about science first-hand. In this presentation, I'll share's my journey in becoming a science communicator. After leaving my Ph.D. program to pursue a Ph.D. in science communication, I'll share what I've learned along the way. We'll explore examples of when science communication goes wrong, how we can do it better, and how there's more than one way to do SciComm. We'll also explore how we as scientists can implement the practice of SciComm to extend beyond the ivory tower and create an impact within our community.



Bio: Stephanie Castillo is a Ph.D. candidate in Science Communication at Vanderbilt University. She is also the founder of Phuture Doctors, a digital media company that exposes students to diverse careers and professionals in STEM. Her mission: to share the stories of scientists from all intersections of life to young adults who do not typically see themselves represented on screen. Stephanie has nine years of scientific training earning her B.S. and M.Sc. in Chemistry and began to pursue her Ph.D. in Chemistry before switching over to Science Communication. As a graduate student, Stephanie designs and produces science videos centered around identity, representation, and belonging for high school and college students. Her scientific background, teaching experience, and science filmmaking training as a 2019 Jackson Wild Media Lab Fellow has shaped her career in becoming a video producer and science communicator.