

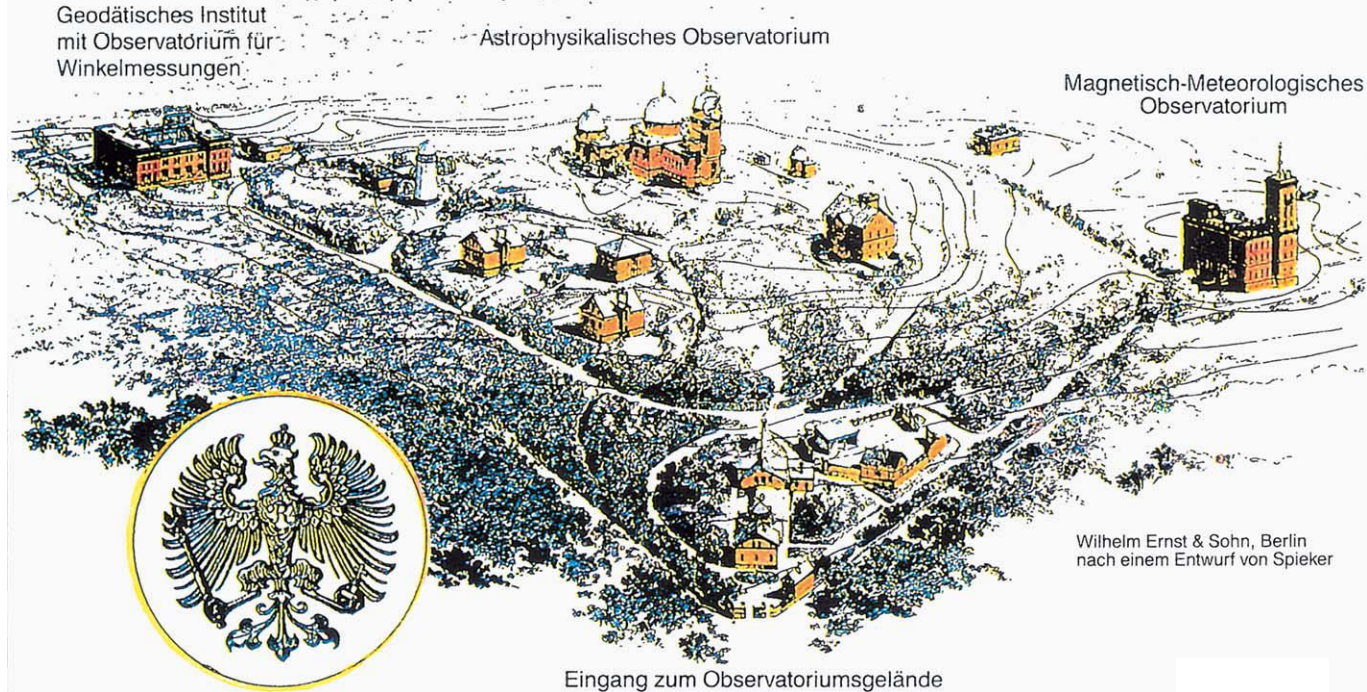
Advertising, Disseminating, and Transferring Science

Josef Zens

Head of Communications and Media




Die Königlich Preussischen Observatorien bei Potsdam auf dem Telegraphen-Berge (um 1892)






Drone shot: Marcel Ludwig, GFZ


GFZ German Research Centre for Geosciences




Member of the Helmholtz-Association
founded in 1992



1477 Members of Staff (Sept 23)
scientific, technical, administrative staff
and guests



Budget (2024):
80,4 Mio € programme funding +
37,2 Mio € third-party funding



Germany's national research centre
for the solid Earth Sciences



Global Earth Observation



Geodynamic Processes



Earth Systems
Interactions



Natural Hazards



Georesources



Sustainability

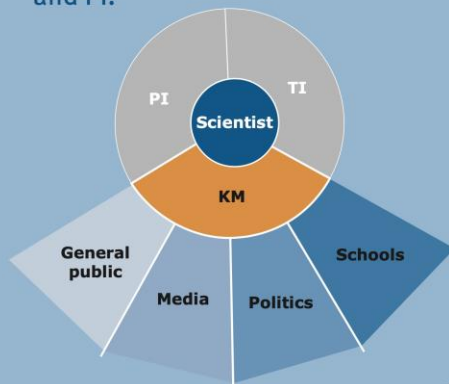
GFZ Locations



Overview I

KM is your central contact at GFZ for questions around outreach and communication with various external stakeholders.

We work closely together with TI and PI.



Head
Josef Zens

Content Team



Uta Deffke



Jana Kandarr



Heinrich Hecht

School Lab



Manuela
Lange



Alexandra
Wille



Laura
Mohr

Internal Communication



Karina
Scholän

Board's Events



Wiebke
Linge

Graphic Support



Grit
Schwalbe

Agenda

- Some words about me
- Why do you need to communicate (and why do you need to ask why)?
- What can or should you communicate?
- When can or should you communicate?
- Where are occasions?
- How can you communicate?
- Q & A

Josef Zens

- 35+ years in media & communication
 - 25+ in science communication #scicomm
 - Trained newspaper journalist
 - Background in geosciences (geography, meteorology)
 - Self-taught press officer
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- Find me on BlueSky, Mastodon, LinkedIn, Instagram, Xing, my blog
 - Find GFZ on X, BlueSky, Mastodon, LinkedIn, Instagram, YouTube

Why (and why the why)

- Reputation
- Legitimation (not only tax-payers' money but also ethical concerns)
- Lobbying (get more funding or local & political support)
- Because it's required (1): Funding agency says so
- Because it's required (2): Your boss says so
- Preventing trouble
- Selling science (industry, jobs, spin-offs, licences...)
- Because it makes you gain visibility
- Because it's fun
- Why the why: Because comms needs your time (which you have to justify) and needs to be justified in itself all the time (even by me...)

What, When, Where, How

- What: Everything, not only the result (methods, field trips, anecdotes...)
- When: Whenever possible, i.e., there are many occasions not only a talk but lab tours, public events
- Where: Media, schools, your lab, your friends, politics, **on your own turf**, events, social media, blogs...
- How: Key is „on your own turf“, meaning that you have to be comfortable about the topic and content (there are „tools“ to make yourself comfortable, this can be pictures, supporting colleagues with you, conversation pieces like a piece of rock, a scientific poster, or learning the talk by heart)

How?

- No recipe
- Find your voice! Try out different channels and tools, e.g., comics, talks, comedy, verse, podcasts, videos, pub quiz...