



# *Science Café Kit*

**SIGMA XI**

THE SCIENTIFIC RESEARCH SOCIETY

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# Sigma Xi Science Café Kit Contents: Checklist

**Purpose:** Use this checklist to make sure you have the following items.

## Advice and Suggestions

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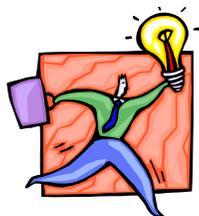
Use the Item Code to download or order additional items as needed. Editable electronic files of the templates are available online on the Sigma Xi Web site. Use the item code on the bottom right of the template page to order the correct template. If any of the above is missing or if you have any questions about how to use this Kit, please contact Sigma Xi at 800-243-6534 or [chapters@sigmaxi.org](mailto:chapters@sigmaxi.org)





*Science Café Kit*

# *ADVICE AND SUGGESTIONS*



**SIGMA XI**  
THE SCIENTIFIC RESEARCH SOCIETY



“It is better to know some of the questions than  
all of the answers.”  
James Thurber (1894 – 1961)

## FAQs

### **What is a Science Café?**

A Science Café is a way to help the public connect with science. It's a relaxed exchange of information and ideas that brings together scientists and lay people in an accessible venue. It puts the public on an equal footing with scientists and engineers to discuss current research and its implications.

### **What is the point?**

A Science Café reaches beyond your chapter to raise broader community awareness about current events in science. It shows why science, engineering, and technology are important and how they impact the public. A science café awakens public interest in and appreciation of science. It stimulates dialogue that encourages people to become more scientifically literate. It gives scientists the opportunity to communicate with a diverse group of people and gives them practice translating their work into language accessible to lay people. In this sense, it encourages scientists to think about what their research means to the non-experts and challenges the perception among some scientists that people aren't interested. It can break down barriers between scientists and non-scientists. Holding a Science Café can benefit your chapter and scientific research in general.

### **How can a Science Café help my chapter?**

A Science Café can help your chapter by making it and Sigma Xi more visible to the public. It's an effective way to engage the local community and to educate and inform the public about science. The event will energize chapter members and give them a way to serve the public good. The Café will help the chapter connect with potential members and affiliates if desired. It can help scientists and engineers fulfill a responsibility to a public who funds their research and it advances the mission of the Society to promote the public understanding of science.

### **How much work is it?**

A Science Café can be an extremely worthwhile activity that continues to resonate long after it ends. Depending on how ambitious you are, it could take a few hours or several weeks to plan and produce. Be sure to engage fellow chapter members by delegating as needed. In addition, be sure to work with your chapter institution for administrative support and with the Café venue for help in promoting the event. This kit will help you minimize your work load. Of course, consult Sigma Xi staff if you need additional help.

### **Where do I start?**

Right here! This kit is your resource. Like any kit, you can use some and leave others. If you are new to organizing events and don't know much about Science Cafés, we recommend you read through the remaining “Advice and suggestions” to get good idea of what you need to do. If you work through everything on the checklist, you'll be doing all that you can to ensure a successful Science Café. Good luck!

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For more information on how we can help your Science Café succeed, e-mail [chapters@sigmaxi.org](mailto:chapters@sigmaxi.org) or call toll free 800-243-6534. If you think of other FAQs not on this sheet, please share them with us so we can include that information in future Science Café Kits.

All you need in this life is ignorance and confidence; then success is sure.  
Mark Twain (1835 – 1910)  
*Letter to Mrs. Foote, 2 Dec. 1887*



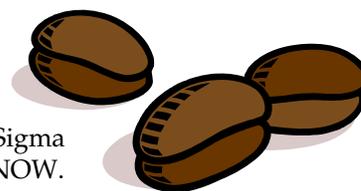
## What makes a successful Science Café?

**Purpose:** Read through and follow the suggestions to make your Science Café a success.

Obviously, you want your Science Café to be a success. You may not have organized a Science Café before, so what do you need to do? Here are some pointers.

### Don't reinvent the wheel

Science Cafés are a great way for scientists to engage with the public, and many organizations have had great success with them. Research successful events and follow their lead. Sigma Xi has teamed with the public television series NOVA scienceNOW. Check out or co-branded Web site [www.sciencecafes.org](http://www.sciencecafes.org) for an overview of Science Café information. Read the article *How to Start a Science Café* by Jill Adams (1).



### Understand what a Science Café is and is not

A Science Café is an informal dialogue between scientists and members of the public. It is not a lecture and it is not a conference. Organize your event around this principle of transaction and convey that concept to your prospective audience.

### Stick to a format that works

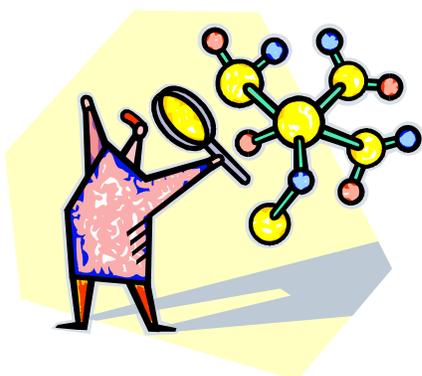
If it's not a lecture or conference, what is it? According to Hervé Platteaux (2) it is

- an exchange of questions-answers and opinions starting with public questions
- a forum where the public and the scientists should consider each other as equals

### Choose an appropriate topic

Most scientific topics are appropriate for a Science Café. The topic should be general enough to appeal to a broad audience. More interest will come with topics that are in the news or are controversial. These can be of national or local importance. Alternatively,

your topic may be guided by a target audience. Brainstorm with fellow chapter members to choose topics and research topics on the Internet. You may wish to evolve your topic from the available expertise. Check out the NOVA scienceNOW videos to review some popular Science Café topics. You can also use these videos as introductory material to supplement the speaker. [www.pbs.org/nova/sciencenow](http://www.pbs.org/nova/sciencenow)



### Choose a suitable expert

Your Science Café can feature one or several science or engineering speakers. Ask your chapter members or local university faculty if they would participate. Sigma Xi's

Distinguished Lecturer program may be able to supply a suitable expert. Ensure that your invited scientists are sufficiently expert in the chosen topic to respond appropriately to questions from the public.

**Choose venues that are amenable to the informal, conversational setting of a Science Café**

Places that work are those where the scientists and public can intermingle and converse. Suggested locations include a coffee shop, bookstore, a bar, restaurant, museum, library, community center or even an outdoor public space. Consider any place outside of a traditional academic setting. Use the promotional materials in this kit to approach prospective venues. You'll find that most of them will be interested in any activity that gets more visitors through their doors.

**Have regular events**

Aim to host a Café about once a month to maintain public interest. This enables you to build momentum. If events are too far apart, they will need you to start all over each time. If you re-use paperwork, volunteers, sponsors, venue, etc. for subsequent events, it will keep your workload down.

**Plan an appropriate audience size**

A typical Science Café comprises an audience of about 50. Plan between 30 and 60. Many more than this and your audience may be left without having their questions answered. Too few and there may not be enough ideas among the audience to keep the ball rolling.

**Have a time limit**

Plan for your speaker to be available for one and a half to two hours.

**Promote the event**

Take a systematic approach to promoting your Science Café. Evaluations of successful events show that promotion is the key to ensuring that an event is well-attended. This kit provides a variety of promotional tools. Start with a promotion schedule with fixed deadlines. Start promoting early and lead up to a maximum activity in the final week before the event. Remember that you can use online resources too. Evite, for example, allows you to customize e-mail invitations and manage a list of invitees: [www.evite.com](http://www.evite.com)

**Manage the event**

This kit provides a variety of tools to manage your event. You can pick and choose what you need. The point is to be proactive about managing the different facets of the event. If some tasks become too burdensome, try recruiting volunteers for assistance.

**Moderate the event**

During the event, make sure that it follows your established format and timeframe. Appoint someone other than the guest speaker to moderate the event. After a brief introduction of the speaker (1 to 2 minutes) and some opening remarks by the speaker (about 5 minutes to introduce the topic), open the floor to questions and comments from the audience. Encourage exchanges among audience members, not just between the audience and the speaker(s). You can never predict exactly what may happen. The conversation can go in any direction. A few people may dominate the conversation. A good mediator needs to keep questions relevant without stifling discourse and must ensure that less dominant audience members have a chance to air their views.

**Follow-up**

Once the event is over, use the materials in this kit to follow up. Thank sponsors and participants. Use the results from the participants' survey to begin planning the next event.



## References

1. Jill Adams (2004) How to Start a Science Café. *The Scientist* 18: 50
2. Hervé Platteaux (2000) Organizing a Science Cafe: Why And How? Euroscience Biennial Assembly, Freiburg in Breisgau  
[nte.unifr.ch/IMG/pdf/semhp\\_\\_euroscience\\_000706.pdf](http://nte.unifr.ch/IMG/pdf/semhp__euroscience_000706.pdf)



## Further reading and resources

1. Sigma Xi and NOVA scienceNOW  
[www.sciencecafes.org](http://www.sciencecafes.org)
2. UK Café Scientifique's Network  
[www.cafescientifique.org](http://www.cafescientifique.org)
3. Colorado Café Scientifique [cafescicolorado.org](http://cafescicolorado.org)
4. Southern California Science Café [www.socal-sciencecafe.org](http://www.socal-sciencecafe.org)
5. Penn State Research Unplugged [www.rps.psu.edu/unplugged](http://www.rps.psu.edu/unplugged)
6. Science Café Net [www.sciencecafe.net](http://www.sciencecafe.net)
7. NOVA Science Now For Scientists  
[www.pbs.org/wgbh/nova/sciencenow/involved/scientists.html](http://www.pbs.org/wgbh/nova/sciencenow/involved/scientists.html)
8. British Council: Global Café Scientifique  
[www.britishcouncil.org/science-society-cafesci-events-countries.htm](http://www.britishcouncil.org/science-society-cafesci-events-countries.htm)
9. Other Café links:  
Southern California Science Cafe    [www.socal-sciencecafe.org](http://www.socal-sciencecafe.org)  
UK Cafés' Network                      [www.cafescientifique.org](http://www.cafescientifique.org)

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For more information on how we can help your Science Café succeed, e-mail [chapters@sigmaxi.org](mailto:chapters@sigmaxi.org) or call toll-free 800-243-6534. If you think of other publicity ideas not on this sheet, please share them with us so we can include that information in future Science Café Kits.

A man's feet should be planted in his country,  
but his eyes should survey the world.  
George Santayana (1863 – 1952)



## Science Cafés Around the Country

**Kurt Preston**

**Sigma Xi, Research Triangle Park**

[www.rtp-sigmaxi.org/events.shtml](http://www.rtp-sigmaxi.org/events.shtml)

Sigma Xi has nurtured growth of the Science Café movement in the United States. In 2005, the Society organized a proof of concept Science Café, held in Durham, North Carolina. In conjunction with Duke University and the Museum of Life and Sciences, the Café was a great success. Later, using an early version of this Kit, the Research Triangle Park Chapter developed a strong partnership with the state museum, the North Carolina Museum of Natural Sciences. From October 2006 to June 2007, the Chapter organized eight Science Cafés on topics ranging from dark energy to honeybees.

**Ben Wiehe, WGBH/NOVA scienceNOW**

**Café Sci in Somerville, Massachusetts**

[www.sciencecafes.org/boston1](http://www.sciencecafes.org/boston1)

NOVA scienceNOW is encouraging and supporting the growth of science cafés throughout the U.S. As part of these outreach efforts, Ben is in contact with café organizers every week. He designed his local café for a young audience (twenty-and-thirty-somethings) who do not typically talk about science. The café meetings are held in a local pub that is popular as a friendly place to relax and socialize. Attendance typically ranges from 60 to 100 people, though only about half know about the café before hand. A 3 to 5 minute clip from NOVA scienceNOW starts off the café on the pub's many televisions. This clip gets everyone's attention and provides background information on a topic. A guest scientist then gets five minutes to introduce their work on the topic before the whole room joins in the conversation. NOVA scienceNOW, in association with Sigma Xi, recently completed the online resource [sciencecafes.org](http://sciencecafes.org).

**J.J. Cohen**

**Café Sci in Denver, Colorado - Colorado Café Scientifique**

[www.cafescicolorado.org](http://www.cafescicolorado.org)

J.J. teaches Immunology at University of Colorado Medical School, where he started Mini Med schools as an outreach program to teach general science underlying medicine to the larger community. He partnered with IMAX to simulcast Mini Med school programs to approximately 1,000 people. He started the Café series after Mini Med school success. His Café's audience is approximately 150 to 200. He has nearly 600 people on an e-mail list that he uses to promote the event. He is currently working with an education graduate student who is doing a thesis on the Denver science Café. Click on the link "How to Start a Café" for a "to do" checklist and recommendations on how to set up your own Science Café.

**Emily Rowland**

**Penn State's Research Unplugged:**

[www.rps.psu.edu/unplugged](http://www.rps.psu.edu/unplugged)

Penn State holds a weekly Science Café with approximately 30 to 60 people in attendance at the Penn State Downtown Theater and lunch is provided free. The Café format is typically a scientist speaking followed by Q&A/discussion with participants. They typically use scientists from Penn State. Café recaps are posted on the Web with audio clips and slides. They are currently working

on podcasts. They often record audio and/or video of each event, and they use an intern working for the program to help with marketing.

**Amy Shaw**

**Koshland Science Museum (part of National Academy of Sciences)**

[www.koshland-science-museum.org/events/upcomingevent.jsp?id=209](http://www.koshland-science-museum.org/events/upcomingevent.jsp?id=209)

They hold an interactive event at the Koshland Museum with approximately 50 to 100 in attendance. Their goal is to engage with scientists and with each other. They invite a scientist moderator and sometimes open with a clip from NOVA ScienceNOW to loosen up the audience. They follow-up the presentation with 20-30 minutes for audience questions and answers.

**Roland Wall**

**Academy of Natural Sciences in Philadelphia, Town Square Events**

[www.acnatsci.org/townsquare/index.html](http://www.acnatsci.org/townsquare/index.html)

They hold their Café monthly in the auditorium of the Academy of Natural Sciences. They begin with a panel or group and then open up for discussion. Attendance ranges from 30 to over 400 depending on topic and publicity. Audiences have grown over the last year. Complimentary food is provided, which seems to work better than advertising. They have previously partnered with the Urban Sustainability Forum and have done some Webcasting. They plan to start podcasting.



For hints and tips on how to run a successful Science Café, check out the summary info on page 2 of your Science Café Kit.

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For more information on successful Science Cafés, e-mail [chapters@sigmaxi.org](mailto:chapters@sigmaxi.org) or call toll-free 800-243-6534. If you have a successful event or have any other creative ideas, please share them with us so we can include that information in a future Science Café Kit.

“Eloquence is in the assembly, not merely in the speaker.”  
William Pitt



# Choosing Topics and Speakers

## How to choose a topic

- Capitalize on current events (controversial or newsworthy)
- Hold brainstorming sessions with fellow chapter members
- Let the target audience guide you to a topic
- Search the internet or other news media
- Take requests from attendees about future topics
- Evolve topic from available experts
- Make topic general enough to appeal to a broad audience
- Choose controversial topics and current events which will generate more public interest
- Look at the NOVA scienceNOW videos to review popular Science Café topics  
[www.pbs/nova/sciencenow](http://www.pbs/nova/sciencenow)

## How to choose a speaker

- Tap your own network of friends, colleagues and associates including your chapter members
- Invite one or several science/engineering experts to speak
- Draw from Sigma Xi's Distinguished Lecturer list
- Make sure the speaker is an expert in the topic area
- Search the Internet for speakers who are experts on the chosen topic
- Take requests from attendees about future speaker ideas

## How to convince a potential speaker it's a good idea

1. Plan ahead! It may take a few weeks to get a response to an invitation. In most cases, unless you know the speaker very well, call first and then send a follow up letter.
2. Provide your prospective speaker with background information on the history and purpose of the event.
3. Make a case for why they are the right speaker and what they will bring to the event that someone else cannot.
4. Explain the specifics of the event regarding the format and expected duration of the Café. Make sure the speaker has a clear understanding about any possible travel and/or lodging arrangements.
5. Have a clear understanding about any honorarium you may be able to propose. What to offer a potential speaker will vary depending on who you are asking. Nationally recognized scholars, writers, political analysts, etc. may ask for significant amounts of money. If you have a small budget, be realistic about who to invite. Remember, lesser known speakers don't necessarily mean lower quality programs. It's the personality and character of the speaker that matters most. Also, higher profile speakers may seem less approachable to your audience.
6. Provide your contact information in case the speaker has any questions and would like to contact you prior to the event.



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For more suggestions on how to choose topics and speakers for a successful Science Café, e-mail [chapters@sigmaxi.org](mailto:chapters@sigmaxi.org) or call toll-free 800-243-6534. If you have any other creative ideas, please share them with us so we can include that information in a future Science Café Kit.

“We're not lost. We're locationally challenged.”  
John M. Ford



## Suggestions for Venues

### Possible venues for a Science Café

- Local bookstores
- Community centers
- Auditoriums
- Restaurants or bars
- Cultural centers
- On-campus buildings
- Downtown theatres
- Art galleries or museums
- Public libraries

### Poor venues

- Lecture halls
- Classrooms
- Seminar rooms
- Labs

### Consider when choosing a location

- Choose places where the scientists and public can intermingle and converse.
- Favor a venue outside the traditional academic setting.
- Make sure the location is a relaxed setting that will hold the number of people you expect for the event.
- Consider the audience-speaker interaction: ensure feasibility of acoustics, line of sight and use of audiovisual aids as needed.
- Remember that beverages and snacks will encourage attendance; be sure that your chosen venue can provide them. Offer a free beverage to the first twenty attendees if your budget allows, or ask your venue to sponsor the offer.
- Recognize that many venues will be interested in any activity that gets more visitors through their doors.
- Check whether a facility rental fee is required.



Try starting with Barnes & Noble. They are a nationally recognized brand, and already have a business relationship with Sigma Xi. Call your local B&N book store and ask for their community relations manager (CRM).

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For more information on possible venues for your Science Café, e-mail [chapters@sigmaxi.org](mailto:chapters@sigmaxi.org) or call toll-free 800-243-6534. If you find other venues for your event or have any other creative ideas, please share them with us so we can include that information in a future Science Café Kit.

“All publicity is good, except an obituary notice.”  
Brendan Behan (1923 – 1964) Irish dramatist, author  
In *Sunday Express* (London), 5 Jan. 1964.



# Publicizing Your Science Café

**Purpose:** Provide hints and tips on how to publicize your Science Café.

## Using resources

Once you've chosen a speaker, a venue and a date for your Science Café, you are ready to spread the word. Your Kit provides some resources to get you started. Use the poster template (T7) to design a flyer that you can post around local stores, schools, coffee shops and community centers. Send the press release to your list of media contacts and use the invitations as a promotional tool, strategically timing them so that they pique interest in your Science Café at the right moment.

## Planning

The first step is to plan out your publicity campaign. The most important part of the campaign is the schedule, since it will determine the timing of when you post your flyers, and send your press releases and invitations.

Try to recruit students or younger employees to help create your publicity materials. If you are at a college or university, you might enlist the help of your business or journalism school to find students who are looking for a worthwhile project.

Use the following information to plan and carry out your campaign.

## Principles of Publicity

What makes effective publicity? The five principles of effective publicity are:

- Element of Surprise
- Selling Point
- Layout
- Simplicity
- Workmanship



1. **BE CREATIVE.** Use unique, fresh, and clever methods of promotion to generate enthusiasm and interest. Develop gimmicks or logos and use pictures and unusual shapes to make your message more attractive.

2. **USE VARIETY.** No type of publicity can reach everyone, so use more than one. Reinforce and intensify your message by using several media. Use a variety of techniques that work well together and complement each other.

3. **USE QUANTITY.** An advertisement must be seen or heard several times before it has any impact. The more often it is seen or heard, the more likely people will remember the message. Magnify the impact of your publicity by increasing the frequency with which it is seen or heard.

4. **HIGH VISIBILITY.** Place your publicity in locations that have high visibility to increase the response it will get. Areas with the highest pedestrian traffic have high visibility. Good locations on a college campus include mailbox areas, cafeteria walls, bathrooms and bathroom stalls, lecture room doors, bulletin boards, etc.

5. **LEGIBILITY.** Make your message legible to ensure that an individual will read all of the information. Consider the effect achieved by different elements such as font style, font size and color.

6. **UNDERSTANDABILITY.** Your message must be understandable to get the point across. Follow these guidelines to make your publicity more understandable and more effective:

- i. Be concise and clear.
- ii. Avoid excess verbiage.
- iii. Use terminology your target audience will understand.



7. **ADVANCE NOTICE.** Publicize with plenty of time in advance. For optimum exposure, ensure that your final publicity drive ramps up at least one week before your Science Café is scheduled to take place.

A successful publicity schedule for your Science Café might unfold like this:

Time prior	Activity
4 weeks	Send out e-mail and letter invitations. Submit initial press release to newspapers, TV, radio, Web sites with online calendars.
14 days	Post teaser flyers and signs in local stores, schools, coffee shops and community centers.
7 days	Run ad in newspaper (student paper, free paper). Send out final press release. Erect table top poster boards at a suitable location. (Poster boards are available from Sigma Xi.)
5 days	Put up posters and signs in locations near the venue.
3 days	Get volunteers to begin a word of mouth campaign.
1 day	Place a banner or large poster near the venue's main entrance or exit.
The Day	Place signage to the event at high visibility locations. Post volunteers outside the venue to hand out flyers and encourage people to attend.

### Types of Publicity

You can publicize your Science Café in many different ways. Other ideas could provide you with some innovative and ways to publicize your event effectively. All of the following techniques are inexpensive or cost-free, but if your chapter can support paid publicity, that's a bonus.

### BLOGS, WIKIS & ONLINE RESOURCES

The most effective way to publicize is usually online. You can set up a blog or wiki relatively easily and cheaply. A number of Web sites provide a free blogging service. You can customize pages to suit your Science Café. (Please e-mail [scicafes@sigmaxi.org](mailto:scicafes@sigmaxi.org) for a separate blogging guide: *How Blogs Can Help Your Chapter*.) Use e-mail to promote the URL and include it on all flyers, posters and printed materials. The Web site [sciencecafes.org](http://sciencecafes.org) includes an interactive map that makes it easy for people to find out about your Science Café. The site will provide your Café with a free page for updating calendar information about upcoming events.

**POSTERS & FLYERS:** A poster conveys a single message using a limited number of elements. Posters are viewed more rapidly than are other methods of advertisement; hence, their message

must be strong and concise. The flyer is a small poster. They are usually made on standard sized office paper. An advantage is that they can be reproduced easily at minimal cost. Review the sample posters included in the Kit (A7).

See also: [teaching.ucdavis.edu/poster/PosterTips.htm](http://teaching.ucdavis.edu/poster/PosterTips.htm)

**POSTER BOARDS:** Poster boards are similar to those that are typically used at a conference or trade show. Make your poster board from a thick or heavy grade of cardboard that will stand up. If you have photos from a previous Science Café, include these (with captions) on your poster. Place the poster board in high traffic locations such as a lobby, staff lounge, or cafeteria.

**TICKETS & COUPONS:** Purchase printed tickets or make your own and give them out free. Place tickets and invitations in mailboxes, hand them out or slip them under doors. The ticket or coupon might entitle the person to a discounted or free drink, which may prevent your advertisement ending up in the trash. You can also include coupons on flyers or on printed schedules.

**CALENDAR:** If you plan several Science Cafés, place a large calendar in a high traffic location. You can make a smaller calendar with scheduled events and put this into mailboxes or attach it to the ticket or coupon.



**BALLOONS:** Write a message on the balloon or on a piece of paper put inside the balloon. Balloons can be tied with string to door knobs, handed out at the entrance of the building, or handed out in high traffic areas.

**TELEPHONE TREE:** A quick way to get the word out is to identify five people who will agree to call five other people. The five people would then be responsible for calling five other people, and so on.

**BANNERS:** Hang a banner outside the venue or other high traffic areas as the event approaches. A professionally made banner is recommended to keep a professional appearance to the event.

**WORD OF MOUTH:** Remember the time-honored word-of-mouth technique. This is may be the most effective way to get the word out. Go person to person to inform people of the activity and remind them frequently so that they don't forget.

**E-MAIL:** Use e-mail sparingly, but use it properly and it can be effective. Begin with the invitations and track responses. If the response rate looks low, send out reminders and follow up with phone calls.

### **Putting it All Together**

Decide what types of publicity will reach your target audience, and then gather the necessary materials to produce the publicity piece.

### **Attracting and Maintaining Attention**

#### **1. Illustrations**

Use illustrations to increase attention-getting value in your publicity material. Get ideas for pictures from:

- Books
- Magazines
- Clip Art
- Catalogues

- Newspaper Ads
- Internet (e.g., Google Image Search)

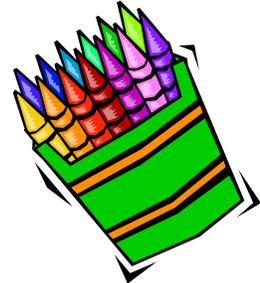
Bear in mind that image use is subject to copyright. Check with the source to ensure that you can use the material without infringing copyright. Microsoft’s Web site has an extensive library of clip art in addition to that available in the MS Office software. [office.microsoft.com/clipart](http://office.microsoft.com/clipart)

**2. Headlines**

Headlines are the most important words of an advertisement because most viewers only read the headline. A headline helps the illustration seize attention, arouses the reader’s interest, and attracts the target audience. Keep it short and to the point.

**3. Color**

Use color to attract attention, develop interest, create desire, and stimulate action. The value of color lies in its contrast effect and its illustrative value. Refer to a color wheel to understand how to use color effectively. Red, blue, and yellow are the primary colors. These three colors can be mixed to make all other colors except black and white. Never use colors that are next to each other on the color wheel because lettering will not show up well (i.e. blue writing on purple paper). The most effective way to use colors is to use those which are located directly across from one another on the color wheel or use colors that are found at three points on a triangle that can be drawn anywhere on the color wheel.



**4. Lettering**

Lettering is an integral part of any publicity. Most word processing software offers various fonts and type sizes; also consider hand drawing lettering for a different impact. As a rule, use sans serif fonts (Arial, Verdana, etc.) for headlines and serif fonts (Times, Palatino, etc.) for body text.

**5. Borders**

Borders increase attention, lend unity and compactness, help to separate items, and add decorative value. Microsoft Word has a number of decorative borders available.



**6. Timing of Publicity**

Give your team plenty of time to accomplish each task in your publicity campaign; plan, acquire the necessary materials, print materials, post materials, and leave time for a second wave of publicity. During the two to five days before the event, remind people via phone calls, new posters, sticky notes on computer monitors and other creative means.

**Some Publicity Do’s and Don’ts**

Here are a few pointers to help your publicity maximize its effectiveness.

DO	DON'T
Use graphics in your flyers and posters	Don't place publicity in areas where it will get lost among other posters
Make lettering large enough	Don't use plain black and white flyers
Use odd shapes in your poster	Don't put together publicity in a hurry
Keep the message short (less than 10 words)	Don't limit your campaign to just one type of publicity
Place announcements in high traffic areas	Don't post flyers and posters where they're likely to get torn down or annoy people

Identify your target audience	Don't post publicity too early. Your audience may forget about the event.
Delegate tasks and enlist the help of your institution and chapter members	

**Follow-up**

Remember to remove all publicity materials you have put up as soon as possible after the event has taken place. This essential step in the publicity process is the most frequently forgotten. When posting your publicity, consider making a list of the locations where you post information so that removing "old news" is easier for you.

**Suggested bibliography**

Beckwith, Sandra, 2006. *Publicity for Nonprofits: Generating Media Exposure That Leads to Awareness, Growth and Contributions*. Kaplan Publishing.  
 Bonk, K., H. Griggs and E. Tynes, 1999. *The Jossey-Bass Guide to Strategic Communications for Nonprofits*. Jossey-Bass.  
 Radtke, J. M., 1998. *Strategic Communications for Nonprofit Organizations*. John Wiley & Sons.

Much of the above information was derived (with permission) from the two Web sites below:  
[www.housing.ufl.edu/RA/Publicity.htm](http://www.housing.ufl.edu/RA/Publicity.htm)  
[www.udel.edu/reslife/progman/chapter3.htm](http://www.udel.edu/reslife/progman/chapter3.htm)

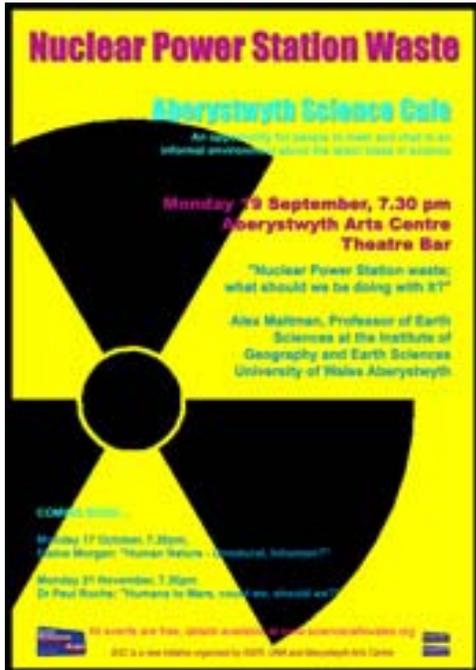
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For more information on how to publicize your Science Café, e-mail [chapters@sigmaxi.org](mailto:chapters@sigmaxi.org) or call toll-free 800-243-6534. If you find other ways to publicize your event or have any other creative ideas, please share them with us so we can include that information in a future Science Café Kit.

## Sample Posters from Science Cafés

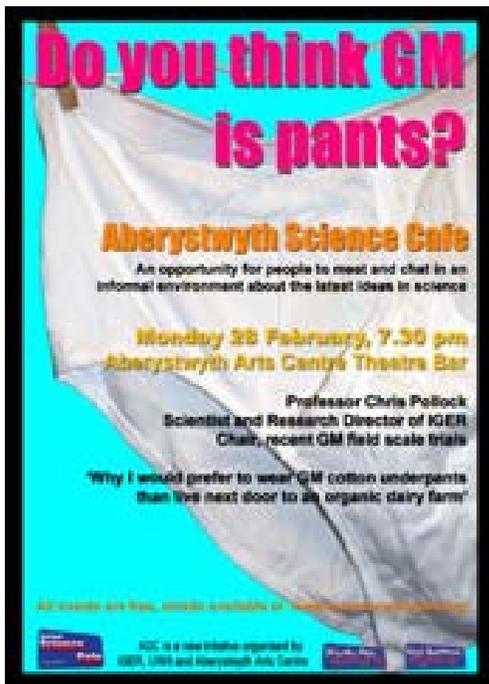
**Purpose:** To show examples of posters from Science Cafés

From Institute of Grassland and Environmental Research Web site:  
[www.iger.bbsrc.ac.uk/ScienceCafe](http://www.iger.bbsrc.ac.uk/ScienceCafe)



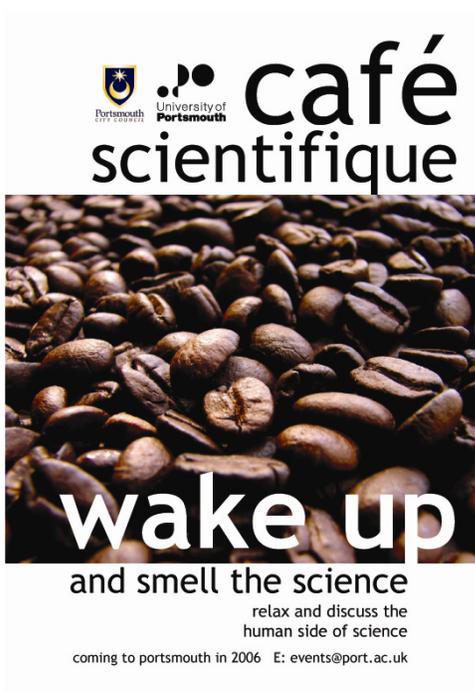
19 September 2005

Alex Maltman, Professor of Earth Sciences at the Institute of Geography and Earth Sciences at the University of Wales Aberystwyth, led a discussion on “Nuclear Power Station waste; what should we be doing with it?” Alex lectures on geological aspects of waste management and energy resources and has acted as a consultant to the nuclear waste industry.



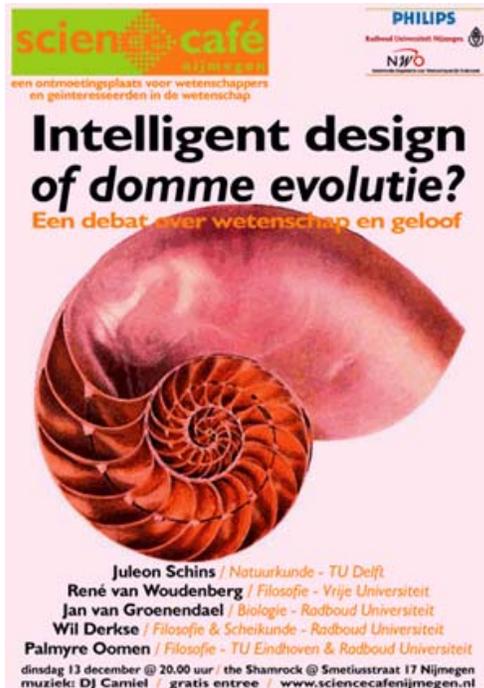
28 February 2005

Professor Chris Pollock delivered a 20 minute talk and took part in discussion and questions for a further two hours with an audience of about 100 people. Although the subject “Why I would prefer to wear GM cotton underpants than live next door to an organic dairy farm” had the potential for fireworks, Chris delivered a reasoned and evidence-based message about agricultural technologies which was much appreciated by all. The evening was capped by the local organic movement presenting Chris with a pair of organic cotton boxer shorts!



2006

Promotional poster for University of Portsmouth's Café Scientifique, a Science Café movement in England.



December 13, 2005

This Science Café held in the Netherlands as part of the World Year of Physics had the topic: "Intelligent design or stupid evolution?" Note the corporate sponsorship.

"Spare no expense to save money on this one."  
Samuel Goldwyn (1882 – 1974)



## Supporting Your Science Café

You may need funds to execute a successful Café. You'll need to cover the costs of publicity and possibly the venue. Depending on your ambition and the support you garner, the event could cost less than fifty dollars or more than a thousand. In most cases, the financial need is very modest. Be creative, positive and open to ideas, and you'll find that the finances will more or less take care of themselves. Here are some suggestions:

### Explore possible partnerships/sponsors of the event

- Publishing company of authors
- Public Service Announcements (PSAs) on Public radio and TV
- Professional societies to recruit speakers
- Local community (arts, museums, galleries, or schools)
- Foundations
- Government programs
- NOVA scienceNOW offers start-up grants for Science Cafés. To find out more go to [www.sciencecafes.org](http://www.sciencecafes.org) or e-mail [getinvolved@wgbh.org](mailto:getinvolved@wgbh.org)



### Examine what costs may be involved

- Venue fee (minimal if you use your own venue)
- Refreshments
- Ads in local paper
- Possible travel costs for speakers

### Ideas to minimize costs

- Use your own organization as a venue
- Prepare your own refreshments
- Put out a donation basket at the event to help pay for costs
- Charge a minimal fee for attending
- Ask a sponsor or partner to help defray costs
- Hire a marketing intern to help manage the program and promotion

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For more information on possible fund-raising or money-saving activities, e-mail [chapters@sigmaxi.org](mailto:chapters@sigmaxi.org) or call toll-free 800-243-6534. If you find other ways to fund your event or have any other creative ideas, please share them with us so we can include that information in a future Science Café Kit.

The more original a discovery,  
the more obvious it seems afterwards.  
Arthur Koestler (1905 - 1983)



# Suggestions for Science Café Follow-up

## Follow-up promotion:

- Report the event on your chapter's Web site.
- Use follow-up surveys to get good feedback on how to improve future events.
- Send a follow-up report to institutions, partners, and volunteers.
- Convey the success of the event to Sigma Xi (include in your Chapter Annual Report).

## Follow-up communication:

- Send thank you letters to speakers, volunteers, venue contacts, participants, and sponsors of the Café.
- Send a copy of the affiliate sign up form to Sigma Xi; indicate anyone you've already signed up.
- Make sure to send those names and e-mails of people who were interested in receiving Science in the News to Sigma Xi.
- Keep any contact information you collect to build a communications mailing list for future Cafés and events.
- Encourage attendees to post their opinions of the event and suggestions for any future Cafés on the chapter's Web site or blog.
- Send any additional promotional items to those attendees that requested them (DVD's, coasters, brochures etc.).
- Report survey results on e-mail/Web site communications outlets.
- Use the results from the participant survey to begin planning the next event.



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For more information on how to follow-up your Science Café, e-mail [chapters@sigmaxi.org](mailto:chapters@sigmaxi.org) or call toll-free 800-243-6534. If you have other ideas for event follow-up, please share them with us so we can include that information in a future Science Café Kit.

The spirit in which a thing is given determines  
that in which the debt is acknowledged.  
Seneca (5 BC - 65 AD), *Letters to Lucilius*, 100 A.D.



# Acknowledgments

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WGBH Boston NOVA ScienceNOW