

Contact: Dr. Karen L. McKee
Email: thescientistvideographer@gmail.com

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SCIENCE: LOST IN TRANSLATION?
Help For Scientists Who Want To Share Their Knowledge

How does a scientist working in a developing country get the message out to health-care workers and the public about a new type of netting to block mosquitoes from entering people's houses? By publishing the research that led to its development in a scientific journal? Yes, but also by making a video that shows people exactly how and where to apply the netting and then posting it online. Many scientists, science educators, and students would like to use video to produce more accessible and understandable information about their research findings or important science topics such as climate change. However, few receive formal training in the use of multimedia tools such as videography, and many lack the resources to hire a media specialist. Moreover, there are no guidebooks to help do-it-yourselfers. That is, until now.

The Scientist Videographer is a detailed how-to for scientists, science educators, and students who wish to make their own science videos. By combining text, video, interactive graphics and exercises, the author has created an electronic guidebook to science videography. This ebook, which is designed to be read on an iPad, shows how to plan, shoot, edit, and publish an effective science video to, for example, demonstrate a new scientific technique, produce online lessons or courses, or to explain recent discoveries.

“A lot of scientists like me want to help end-users, such as resource managers or students, better understand and apply science, and video is a great way to do this,” McKee said. “However, I could not find anyone to help me get started or any guides written specifically for scientists. Consequently, I set out to teach myself science videography. Now, I want to share what I learned, what methods worked, and what pitfalls to avoid, all from the perspective of a scientist.”

This ebook is a useful resource for the current generation of science students as well as established scientists who wish to add video to their communication toolbox. By following the instructions and embedded tutorials, anyone can quickly acquire the necessary knowledge and skills to create their own science videos. It is written especially for those scientists, educators, and students who want to use video in their teaching or research but cannot afford or don't have access to a media specialist. For example, readers are shown, step-by-step how to shoot, edit, and publish a science video entirely with a Smartphone. The information in this book is not just for scientists, either. Students, educators, consultants, and entrepreneurs will find that the instructions are readily transferable to other fields and different objectives.

A free sample of *The Scientist Videographer* can be downloaded from the iTunes Store, or the entire book can be purchased for \$14.99. Note that an iPad (or Mac) is required to read this book and see all of the interactive content.

Link to the book here: <http://goo.gl/4pVv4H>

Watch the book media trailer here: <http://goo.gl/qjwbss>

Download the book flyer here: <http://goo.gl/sGk7AN>

For more information, go here: <http://thescientistvideographer.wordpress.com/ebook>

About the Author:

Dr. Karen McKee is a scientist with forty years of international research experience and over 100 scientific articles published in journals such as Science, Nature Geoscience, and the Proceedings of the National Academy of Sciences. In addition, she is co-founder and trustee of The Wetland Foundation, a non-profit organization that provides travel grants to students to attend conferences and to conduct field research in wetlands. She also has published several peer-reviewed videos about her research as well as topics of general interest such as climate change, sea-level rise, and hurricanes. Dr. McKee has worked to encourage more scientists and science students to acquire multimedia skills and to participate in broader science communication. Her ebook, *The Scientist Videographer*, is the culmination of years of experience as a science communicator.

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If you would like more information about the book or to schedule an interview with Dr. McKee, email thescientistvideographer@gmail.com.