

MAILING ADDRESS

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SCIENCE RIOT, INC

WE GIVE SCIENTISTS A MICROPHONE

We believe in the power of humor-based media training to connect with broad audiences, make difficult topics accessible, and humanize scientists without undermining the seriousness of their professions.

A photograph of a man in a dark shirt and pants standing on a stage, gesturing towards a large, seated audience in a modern, multi-level atrium. The audience is diverse and appears engaged. The space has curved walls and balconies, with large windows in the background. The lighting is warm and focused on the speaker.

2020 SERVICES GUIDE

About Us

Science Riot is an educational 501(c)(3) promoting public enthusiasm for science, founded in 2016 at the base of Pikes Peak mountain in Colorado. Our team represents fifty combined years of hard-earned experience in a field with few experts: informal outreach programs for voting-age adults. Since receiving initial guidance from University College London about their popular Bright Club format, we have refined and developed a unique training syllabus with feedback from professional comedians and hundreds of scientists. What began as a grass-roots effort has now grown to several cities where we provide a training pipeline for amateur science communicators and a safe environment for scientists and audiences to share perspectives.

PARTNERS AND CLIENTS

Atlanta Science Festival
Cambridge Science Festival (MIT)
Cleveland Museum of Natural History
ComSciCon
Denver Museum of Nature and Science
Entomological Society of America
The Field Museum
Georgetown University
Harvard University
March for Science National Summit
New York Academy of Sciences
Science Talk Conference
Space Foundation Headquarters

A photograph of a man in a grey blazer and dark shirt standing on a stage, gesturing with his hands while speaking to an audience. The audience is seen from behind, seated in rows. The stage is lit with blue and purple light, and a microphone stand is visible to the right of the speaker.

Leadership Team:

EXECUTIVE DIRECTOR
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What Science Can Learn from Comedy

We provide immersive lessons in “late night” comedy writing and performance before scientists participate in front of large public audiences for the first time.

Our intensive three-week workshops culminate in entertaining public showcase events where real scientists deliver polished comedy talks for live adult audiences. This unique practicum provides immediate validation and encouragement towards additional participation in outreach.

Scientists are unanimously concerned about science literacy but lack the necessary training, opportunity, and confidence to engage in public

conversations about today's most pressing issues. Our program is unique in that we reach the voting-age public whose demand for scientific programming has been undervalued, and also train scientists to meet that ongoing need.

Our program has received national attention and produces our flagship events in partnership with major cultural institutions in Atlanta, Cleveland, Colorado Springs, Denver,

New York, Portland, and Seattle. We also provide communications training for conferences and universities.

Our mission is to increase and diversify the pool of trained and talented professionals who can find their voice, be heard in their communities, and improve the representation of our professions.

The best place to start is changing how we talk about science. If they're laughing, they're listening.

Core Services



MEDIA TRAINING

Our immersive humor-based workshops explore the essentials of science communication and public speaking to prepare scientists with practical skills and strategies for any media situation.



OUTREACH EVENTS

From turn-key events to integrating and training institution staff, we have produced events from university classrooms to concert halls, conferences, and festivals.



ORIGINAL CONTENT

Besides the confidence-building of our training, we also guide scientists as they develop unique, entertaining, and educational content ready for public consumption through print or digital distribution.

Our training services go far beyond providing a soapbox for scientists. We also invest heavily in developing new community organizers and coaches who stay involved, step into leadership roles in other organizations, and develop novel outreach programs of their own. Our goal is to elevate the experience and impact of everyone involved.

Outreach Consulting

Our experience in informal outreach and communications training can help to develop and diversify your adult-facing public programs:



DIGITAL SPEAKERS BUREAU

Are you tired of the same old celebrities making the rounds? We can provide your media programs with a roster of subject matter experts who can better represent their fields of study and the diversity of scientists today.



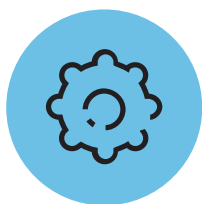
SCIENCE FESTIVAL PLANNING

We have experience directing state-wide science festivals, establishing STEM coalitions, and integrating with large-scale cultural events. Nontraditional venues and collaborations represent an untapped market for outreach.



TARGETED ADULT OUTREACH

We've learned that many institutions haven't invested in adult audiences due to a lack of experience. Our research shows that outreach event format can be catered to attract and engage specific demographics from outside of academia.



EDUCATIONAL CURRICULUM

Our services are in high demand from undergraduate professors and post-graduate student groups. By converting our established syllabus into university courseware and resources, we can impart valuable skills to students who are eager to make an impact.



MARKETING & BRANDING

Is your public marketing content appropriate and effective? Organizations must respectfully engage with cultural contexts and adapt to shifting public attitudes about controversial topics in science communication. Our training fosters safe dialogues and new approaches.



PODCAST SUPPORT

The way we process spoken-word differs from written language in many important ways that can distract from your message. Apply our lessons from the stage to your recording studio and ensure that your scripts aren't detracting from your conversations.



Workshop Descriptions

1

PUBLIC SERIES PARTNERSHIP

Working with host institutions, we train organizers and contract with professional comedians to facilitate three-week workshops for scientists that culminate in public showcase events. This series is a profit-sharing venture funded through public ticket sales, ensuring the training is free for all participants. Series are typically scheduled quarterly and require a venue for 200-300 attendees with alcohol sales.

PARTICIPANTS: 8-10	✓	Accessible science communication	✓	Original content creation
	✓	Humor writing for scientists	✓	Peer and expert feedback
	✓	Intensive media training	✓	Public showcase practicum

2

HALF-DAY INTERACTIVE SEMINAR

Intended for career professionals and organizations. Instead of developing original content, this seminar focuses on other exercises and practical strategies to effectively engage with public audiences. This includes how to re-frame conversations, break down audience barriers, recognize and respect cultural contexts, and navigate controversial or difficult topics. Rates vary based on client's objectives and outreach goals.

PARTICIPANTS: 10-30	✓	Accessible science communication
	✓	Humor writing for scientists
	✓	Intensive media training

3

90-MINUTE INTERACTIVE PRESENTATION

This entertaining short-form workshop intended for conventions and university groups explores the basics of comedy writing and performance to improve any presentation. Rates begin at \$1500 plus travel.

PARTICIPANTS: 30-300	✓	Accessible science communication
	✓	Humor writing for scientists

Program Feedback

Great comedy, TED Talks that make you laugh.

You forced me to have fun while learning. Darn you.

I like the variety of scientists from different disciplines.

I like the more intellectual approach to comedy and good (mostly) clean fun - but not too clean.

The atmosphere is all geeky science - I love it! Brought both my geek sons - they loved it too!

Unique, educational, no kids.

Scientists doing comedy - it was awesome!

My engineer sister conquered her extreme fear of getting up and doing stand-up comedy! Thank you for providing this event because I know my sister pushed through her nervousness and completed a major goal!

Hilarious comedy that truly tickled the intellect.

Science themed entertainment, what could be better!

Fun concept, location was great, appreciated the cash bar.

95%

OF PARTICIPATING SCIENTISTS FELT MORE CONFIDENT TO PURSUE ADDITIONAL OUTREACH.

91%

OF AUDIENCE MEMBERS GAVE HIGHEST RATINGS FOR CONTENT.



PLOS
@PLOS

How can scientists break "bad academic habits" and improve their [#SciComm](#) skills? Humor! Science Riot puts scientists in front of the mic to perform stand-up, akin to a [@TEDTalks](#), to help humanize scientists. And good news, nobody bombed. [#SIGNS2018](#) [@SciCommPLOS](#)



Scientists Inc
@ScientistsInc

"Scientists can't be funny"... Well that's where you're wrong friends. We've already talked about Academic Stand-Up, and [@BardoCientifico](#), but we also wanted to give a shout out to Science Riot Outreach & Events.

ATLANTA

CLEVELAND

CO SPRINGS

DENVER

NEW YORK

PORTLAND

SEATTLE



**SCIENCE
RIOT.ORG**