



## **A guide to strategically communicating taxonomy: from public to parliament.**

Bryan D. Lessard (Australian Biological Resources Study, Department of Climate Change, Energy, the Environment and Water).

Taxonomy underpins our understanding of biodiversity and its effective management. Despite its significance as a foundational science, wider interest in the science of taxonomy, systematics and collections-based research is in decline. Science communication has the power to reach and inform a large audience through a combination of media platforms, including print, radio, television and social media. Each of these platforms have unique benefits to both institutions conducting taxonomic research and their taxonomists, and reach different target audiences including fellow researchers, granting bodies, politicians, journalists, industry leaders and the public. Tips are provided on how to craft a successful multiplatform media campaign to promote taxonomists and their vital research using case studies from the ABRS. This includes how to write a media release, deliver engaging radio and television interviews, and sustain momentum during the campaign using social media. By embracing science communication, taxonomists and research institutions can positively influence a wide audience in a meaningful way, attract future funding and inspire the next generation of taxonomist.

Bryan Lessard: [bryan.lessard@dcceew.gov.au](mailto:bryan.lessard@dcceew.gov.au)