

OUTLINE: Effective Communication

Overarching goals of ASSAf

Quest Magazine: ASSAf Science Communication Strategy

Quest Distribution Strategy:

National Science Events

Science Centres

Quest Content:

Print and Electronic

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Effective Science Communication Strategies

Acknowledgements:

Programme Staff:

1. Ms. Patsy Scholtz: Communications Manager
2. Mr. Patrick Nemushungwa: Publications Coordinator
3. Ms. Henriette Wagener: Communications Officer

SCIENCE FOR SOUTH AFRICA

Quest



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ACADEMY OF SCIENCE OF SOUTH AFRICA ACT 67 OF 2001

Overarching goals of ASSAf are as follows:

1. Recognition and reward of excellence
2. Promotion of innovation and scholarly activity
3. Promotion of effective, evidence-based scientific advice
4. **Promotion of interest in and awareness of science education**
5. Promotion of national, regional and international linkages

ASSAf Strategic Plan: Strategic Priorities:



- *Publishing QUEST: Science for South Africa Magazine*
- Participation in national science events
- Implementation of STEM Education Committee activities



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QUEST:

Science for South Africa



- Full-colour, popular youth-oriented quarterly science magazine
- Print run of 25 000 copies per issue
- Widely distributed to SA high schools & national science events
- Fully funded by the SA Department of Science and Technology



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Distribution (free) : 2009/10



- Public senior schools - 3/school - 4265
- Dinaledi (under-resourced) schools - 10/school – 564
- Courtesy copies - 1/high achiever learner recipients – 261
- **Subscriptions (paid) – 166**
- Members - 343
- **CNA & Exclusive Books (*Retail*) - 1000**
- National Science Events – 6610 educators

National Science Events: 2009/10



1. Scifest Africa Festival - **60 000+** matric learners
2. National Science Week Launch - **30 000+** matric learners
3. NSW Lectures : **23 South African Universities**
4. NSTF Top matriculants, **schools and educator winners**
5. NRF PhD Students conference – **2 000 PhD Students**
6. Science Unlimited – **10 000+** matric learners
7. DST/SADC Workshop
8. Science Beyond Borders event
9. Free copies to all ASSAf public meetings

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Science Centres :

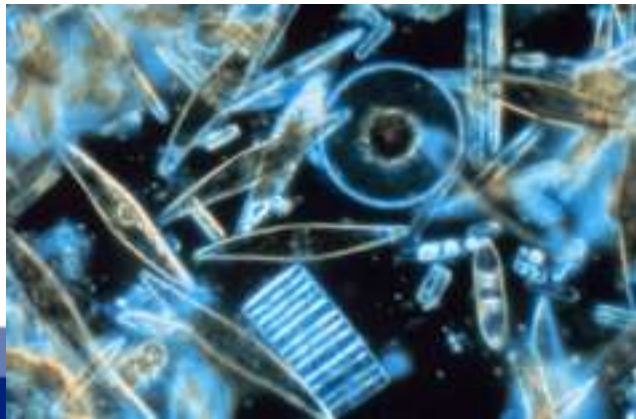
Partnership Plans for the Future



- Giyani Science Centre
Giyani, Limpopo Province, South Africa
- Old Mutual Science Education Foundation
Gateway Theatre of Shopping
Umhlanga, Kwazulu-Natal Province, South Africa
- Sci-bono
Newtown, Johannesburg, Gauteng Province, South Africa
- Sci-Enza - University of Pretoria
Pretoria, Gauteng Province, South Africa
- Scifest Africa
Grahamstown, Eastern Cape
- South African Agency for Science & Technology Advancement - SAASTA
Pretoria, Gauteng, South Africa
- University of Limpopo Science Centre
Polokwane, Limpopo Province, South Africa
- Unizul Science Centre - University of Zululand
Richards Bay, Kwazulu-Natal, South Africa

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Broad reaching content



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International Year of Biodiversity: 2010



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International Year of Astronomy: 2009



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The editor



- Bridget Farham, BSc(Hons), PhD, MBChB
- Background biology, medicine and publishing
- Passionate about science education