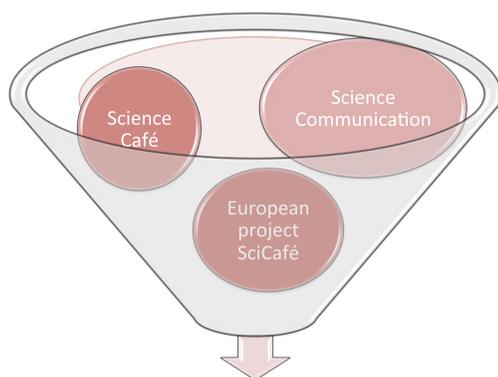


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Science and Technology topics are more and more capturing the interest of the large public. Space missions, nuclear reactors and the human nutrition strategies are examples of subjects that are attracting the interest of citizens belonging to very different cultural background. Traditional media such as televisions or newspaper may not always be the best solution to let the academic doors open for the dissemination of such results to the generic public. Indeed only few television or radio programs are devoted to the dissemination of science in Italy and, more particularly, in Tuscany. To improve this aspect, at least at a local level, we started to produce a scientific radio program named RadioMoka. The program, now at its 6th Season, is aired every Saturdays at 11 a.m with a replica every Sundays at 10.00 a.m. on Novaradio Città Futura. It was fully designed and realized by the authors of this work, both for what concerns the 'making of' of the episodes and the editing process. Since the program is not live, we produced a survey to understand the feeling and expectation of the public, with encouraging results.

The birth of RadioMoka



RadioMoka

RadioMoka was born from our experience and research work in science communication and in science Café thanks to our participation to the European project, Scicafe

Brief introduction

Science Café

A Science Café is a discussion about some topics in science and technology as scientists do. This does not mean drawing formulas on napkins, but discussing with experts all on the same ground.....

..... **where the public, and not the experts, are at home!**



SciCafe

In 2010 we participated in the European Project "SciCafe".

One of the main goals of the Scicafe project was to promote the Science Café experience at a local level, mainly concerning its practise and methodologies. Our idea was to generalize our experience through a communication channel that could be able to reach most people in the fastest and easiest possible way and to bring the population closer to scientific themes in a "lighter" manner.

RadioMoka

RadioMoka is a radio broadcast about science and technology. It started in October 2010, and is diffused by a local radio station in Florence, NovaRadio.

The programme is written, recorded and edited by Franco Bagnoli and Giovanna Pacini.

Apart from the first season, the dialogues presented in RadioMoka are always spontaneous and not prepared beforehand.

The program is recorded before its transmission to the audience, but we prefer not to cut all the mistakes, pauses or laughs out during the editing process.

In this way, we would like to evoke the feeling that the program is live and we can reproduce the spirit of a conversation between friends or the experience of a real Science Café

A typical episode of this season (the fifth) has 6 sections:

- the preface,
- an introduction,
- two interviews with different expert ,
- dialogue with the anchors Franco and Giovanna ,
- the next scheduling for the *science cafés and other dissemination events*.

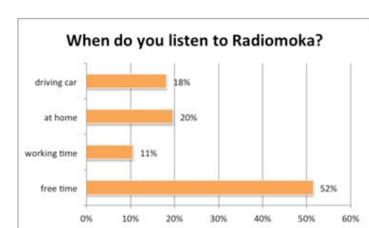
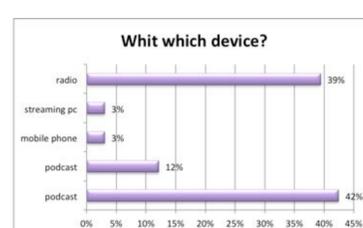
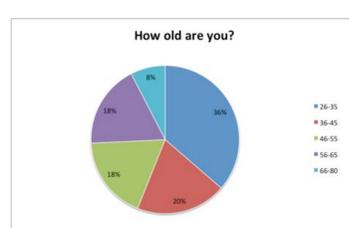
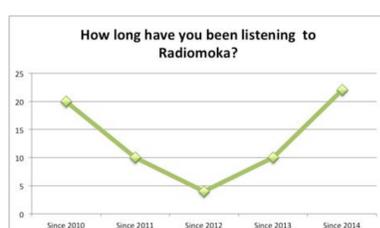


We separate the sections with music clips, chosen for their relation with the episode topics

In the sections of dialogue we often adopt the role of the "teacher and student" in order to facilitate the use of a simple language and to stylistically justify the explanation of a problem; in this way we can let everybody feel as if they were a part of the conversation

Audience Investigation

RadioMoka is not a live program. It is hard to have a direct feedback from our listeners, live calls being impossible in this strategy. To understand what the feelings, the expectations and the level of participation of the audience in our project are, we organized an online survey. The questionnaire was distributed via web from April to July 2014.



Conclusions

- RadioMoka is the only radio broadcast devoted to the dissemination of science in Tuscany.
- Thanks to our experience from those five years, we are going to assemble a toolkit for science communication radio program, that can be a starting point for other experiences.
- Science Cafés and Radiomoka helped us to improve our communication capacity, and we think it should be a perfect occasion to practise science communication for every researcher all over the world!