- Associate Professor, University of Waterloo
- Member of TG4 (Measurement Error) and STRATOS video project
- Primarily teach intro stats
- Editorial board member for Significance magazine
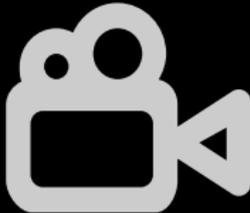- Array of media experience (online, radio, television)

- Good for specialists
- Can publish outside discipline but still limited reach
- Broader audiences?

Teaching

SIGNIFICANCE

General audience writing

Media

General audience videos

- Easily shared
- Multiple takes $\implies$ higher quality!
- Engagement opportunities
- Pause/rewind/speed up/slow down
- Increased accessibility (captioning, descriptions, links)

Basic Principles:

- Keep them short!
- It's okay/necessary to compromise on detail.
- Above all: Don't let perfect be the enemy of good!

Video available of my talk about making the TG4 videos as part of Michigan State's Center for Statistical Training and Consulting data visualization series, link at: `mpwallace.github.io`

Getting started on videos:

- Begin with an overarching structure. For TG4 this was
    1. What is measurement error?
    2. Why does it matter?
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- You probably already have material to work with (existing talks, lectures, tutorials, Shiny apps, etc.).