We need to KISS.

That's right. All archaeologists should just gather 'round and smooch it up. That was a joke … Actually, when we KISS, we

Keep
It
Simple . . . please!

Many of us may consider outreach, at its most basic level, to be a matter of dispersing knowledge to a community, especially if that community has a vested interest and is directly affected by our findings.

This is great. More than great, it's fantastic. It's important, but it's meaningless if the community you're talking to does not understand what you're saying.

In 2020, approximately 54% of Americans aged 16-74 could not be considered literacy proficient (or able to read above a 6th grade level) (Rothwell, 2020).

Also, big words can be intimidating. Therefore, KEEP IT SIMPLE. Cut back on the jargon and esoteric language where you can. Where you cannot so, don't be afraid to cut loose, maybe define a few words, make up a few words. Shakespeare did, and that's the excuse everyone always uses, which is contradictory to the point of this poster.

Don't be like Shakespeare.