

**SCIENCE COMMUNICATIONS TRAINING**  
Colorado State University – WORKING DRAFT  
May 8-9, 2012

**SCHEDULE**

**DAY 1: SCIENCE COMMUNICATION AND THE MEDIA**

Lory Student Center, Room 224-226

- 8:00 AM      **Overview of Training Objectives and Agenda**  
Diana Wall welcomes the group, gives overview, and shares her motivation for organizing the workshop. Introduces Liz Neeley as the training leader. Liz provides broader context and introduces Jeff Burnside, Jon Hamilton, Mark Fischetti, and Susan Moran.
- 8:10 AM      **Introductions: participant hopes, fears, expectations**
- 8:30 AM      **Welcome to My World – Journalists (10 mins each)**  
Journalists provide a window into their worlds describing their media's characteristics and where they each fit within their media ecosystem –their opportunities, challenges, and constraints in a rapidly changing world.
- 9:15 AM      **Bridging the Worlds of Science and Journalism - Liz**  
Brief lecture about similarities and differences between journalism and science, answers to common questions, and strategies for reducing unnecessary conflict.
- 9:30 AM      **Coffee Break**
- 9:45 AM      **Thinking Story like a Journalist – Journalists (5 mins each)**  
Journalists discuss and answer questions about what makes a good story? Where do they find their stories? Each shares the 'story behind the story' of one of their recent or most favorite pieces.
- 10:30 AM     **The Message Box - Liz**  
Presentation to introduce this key tool for identifying key ideas and effectively communicating complex information. Participants then work with partners and in small groups to draft and revise their own message boxes.
- 12:00 PM     **Lunch**

- 12:30 PM      **Message Box Wrap-up and Reflections** - Liz  
We will collectively workshop a few samples and provide peer review.  
Continued feedback and discussion of any questions from the morning.
- 1:00 PM      **Mock Interview Scenarios** – Journalists + participants (4 mins/scenario)  
Participants put their message boxes into action by role-playing with journalists.  
We will explore interactions ranging from the cocktail party schmooze to phone interviews, radio shows, press briefings, and more.
- 2:00 PM      **Coffee Break**
- 2:15 PM      **Interview Do's and Don'ts** - Liz  
Brief lecture and discussion recapping advice for how scientists can be most effective and helpful before/during/after an interview.
- 2:30 PM      **Scenarios (continued)**
- 4:45 PM      **Wrap up and evaluations**  
Final thoughts, final questions, things to remember, and workshop evaluations
- 5:30 PM      **Reception – University Club, Lory Student Center**
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**DAY 2: NEW MEDIA, NEW RULES**  
**Lory Student Center, Room 224-226**

- 8:00 AM      **Welcome, reflection on previous day**
- 8:20 AM      **Welcome to My (Online) World**  
Lecture and group discussion about why and how the media is changing, what this means for scientists, and the ground rules that will help participants navigate the digital worlds. Includes group discussion about the costs, benefits, downfalls, and opportunities – both real and perceived - offered by social media.
- 9:30 AM      **Coffee break**
- 9:45 AM      **Hands-on practice: Twitter**  
Participants all create accounts, forge connections, learn basic protocols (hashtags, retweets, @messages)
- 10:15 AM      **Hands-on exploration: Group selection**  
Participants decide as a group which social media platform to explore. Options include Google+, Mendeley, Facebook, blogs, Scoop.It, Storify, and so on.
- 10:45 AM      **Hands-on project: 30-second science**

Participants develop an engaging elevator speech on either overall research program (what they do, why it's important, why they love it) or on a specific project, paper, or issue they're focusing on right now.

11:45 AM

**Making it real**

Participants work in small groups to plan next steps and how to move forward. Projects could include planning a short video clip about a new paper, a pitch for an op-ed or other writing assignment, an improved bio for website, etc.

12:30 PM

**Wrap-up, reflection, and final evaluations**

Share products from breakout groups, and go through final thoughts, final questions, things to remember, and workshop evaluations.