



SCIENCE COMMUNICATION TRAINING

Colorado State University

May 14-15, 2013

DAY 1: SCIENCE COMMUNICATION AND THE MEDIA - *Lory Student Center, Grey Rock Room*

- 8:00 AM **Overview of Training Objectives and Agenda**
Diana Wall welcomes the group, introduces lead trainer Liz Neeley and journalists Mark Fischetti, Kate Gammon, Chris Joyce, and Hillary Rosner.
- 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 answer questions about what makes a good story? Where do they find theirs? Each shares 'story behind the story' of one recent or favorite pieces.
- 10:30 AM **The Message Box - Liz**
Presentation and discussion, then participants work 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, questions, and words of advice
- 5:30 PM **Happy Hour & Socializing – Location TBD**

DAY 2: NEW MEDIA, NEW RULES - Lory Student Center, Grey Rock Room

- 8:00 AM **Welcome: reflection on previous day**
- 8:20 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.
- 9:30 AM **Coffee Break**
- 9:45 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.
- 11:00 AM **Hands-on Practice: Twitter**
Participants all create accounts, forge connections, learn basic protocols (hashtags, retweets, @messages)
- 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 Evaluation**
Share products from breakout groups, and go through final thoughts, final questions, things to remember, and workshop evaluations.