SCIENCE COMMUNICATION TRAINING
School of Global Environmental Sustainability

September 18-19, 2014

Training by COMPASS

SCHEDULE

DAY 1: SCIENCE COMMUNICATION AND THE MEDIA - Tamasag Retreat Center

8:00 AM  Overview of Training Objectives and Agenda

8:10 AM  Introductions: Thinking Styles
  Introductions and icebreaker to highlight the diversity of thinking and leadership approaches in the room, benefits of different styles, and how to work effectively together.

8:40 AM  Welcome to My World – Journalists
  Journalists chart their career arcs, and provide a window into their daily life. Describe where they each fit within their media ecosystem, and their opportunities, challenges, and constraints in a rapidly changing world.

9:20 AM  Bridging the Worlds of Science and Journalism - Liz
  Similarities and differences between journalism and science, answers to common questions, and strategies for reducing unnecessary conflict.

9:45 AM  Coffee Break

10:00 AM  Thinking Story like a Journalist – Journalists
  Journalists answer questions about what makes a good story and where they find time. Each shares the 'story behind the story' of one of their pieces.
10:30 AM  **The Message Box** - Liz  
Presentation, followed by individual time and small group work with journalists.

12:00 PM  **Lunch**

12:45 PM  **The Message Box distilled: Elevator Speech** - Liz  
Fun, rapid-fire exercise for rapid feedback and refinements to the 30-second iteration of the message box. “Speed-dating” style.

1:15 PM  **Interview Do’s and Don’ts** - Liz  
How scientists can be most effective and helpful before/during/after an interview.

1:30PM  **Mock Interview Scenarios** – Journalists + participants  
Participants put their message boxes into action by role-playing with journalists.

2:45 PM  **Coffee Break**

3:00 PM  **Scenarios (continued)**

4:45 PM  **Wrap-Up and Evaluations**  
Final thoughts, questions, and words of advice

5:30 PM  **Happy Hour & Socializing – Tamasag Retreat Center**

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**DAY 2: TOWARD A MORE SOCIAL SCIENCE - Tamasag Retreat Center**

8:00 AM  **Welcome: Reflections on Day 1**  
Unstructured group discussion analyzing mock interview scenarios, unpacking advice from journalists, and returning to any unanswered questions from day 1.

8:20 AM  **The Bigger Picture**  
How to integrate this training into day-to-day work? Participants take time to write emails to journalists, schedule follow-ups with each other, and draft letters to their future selves.

9:00 AM  **Panel Discussion: Experiences of the Leopold Fellows**  
Diana Wall and other faculty members from Colorado State University tell stories of successes, failures, and surprises in their science communication and engagement careers.

10:00 AM  **Coffee Break**

10:15 AM  **Welcome to My (Online) World**
Why and how the media is changing, what this means for scientists, and the ground rules that will help participants navigate the digital world. Costs, benefits, downfalls, and opportunities – both real and perceived - offered by social media.

11:15 AM  Hands-on Practice: Twitter
Participants create accounts, forge connections, learn basic protocols (hashtags, retweets, @messages)

12:15 PM  Wrap-up, Reflection, and Evaluation
Participants finish letters to self, share final thoughts. Closing words by Liz Neeley. Workshop evaluations.

12:30 PM  Lunch

1:30 PM  Final Wrap-up
Final remarks by Diana Wall, reminders for coming year.