



## SCIENCE COMMUNICATION TRAINING School of Global Environmental Sustainability

September 18-19, 2014

Training by **CÔMPASS**

### SCHEDULE

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#### 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.