
**SoGES Sustainability Leadership Fellow
Science Communication Workshop
September 8-10, 2015**



**SCHOOL OF GLOBAL
ENVIRONMENTAL
SUSTAINABILITY**

Colorado State University

**COLLABORATION.
INNOVATION.
CHANGE.**

SCHEDULE

DAY 1: SCIENCE COMMUNICATION & THE MEDIA - LORY STUDENT CENTER, LONGS PEAK ROOM (302)

- 8:00 AM **Overview of Training Objectives and Agenda**
- 8:10 AM **Introductions: Thinking Styles**
- 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 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
5:00 PM	Happy Hour & Socializing

DAY 2: TOWARD A MORE SOCIAL SCIENCE - LORY STUDENT CENTER, LONGS PEAK ROOM (302)

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: Shared Experiences A panel of faculty members and previous fellows 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.
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. Workshop evaluations.
12:30 PM	Lunch
1:30 PM	Final Wrap-up Final remarks by Diana Wall, reminders for coming year.