



SoGES Sustainability Leadership Fellow Science Communication Workshop Agenda

Sept 13-15, 2016

Tuesday, Sept 13, 2016

Lory Student Center – Room 386

5:00 PM **Pulling Back the Curtain: A behind-the-scenes look at the changing world of journalism**
Leading science journalists debate how the media is changing, and what it means for communicating science to the public and policymakers. They will discuss exciting new trends in science journalism -- what's hot and what's not. They'll also share their personal perspectives what makes a good science story, on how to get your stories told, and the do's and don'ts of dealing with journalists.

Moderator: Nancy Baron, COMPASS

Journalists:

- Chris Joyce—*National Public Radio*
- Ashley Ahearn—*KUOW, Earthfix*
- David Malakoff—*Science Magazine*
- Hillary Rosner—Independent Journalist

Day 1—Wednesday, Sept 14, 2016

Laying the Foundation for Effective Science Communication

Lory Student Center—Long's Peak Room

7:30 AM **Breakfast on site**

8:00 AM **Welcome and Beginning with the End in Mind**, Diana Wall

8:05 AM **Overview and Beginning with the End in Mind**, Nancy Baron
Overview of agenda and rules of the road

8:15 AM **Group Self Introductions: 1 minute each**

8:45 AM **Welcome to My World: Journalist Introductions**
Journalists provide a window into their worlds, their media ecosystem and where they fit.

- 9:15 AM **Bridging the Worlds of Science and Journalism**
This brief presentation contrasts and compares the cultures of journalists and scientists.
- 9:30 AM **Thinking Story Like a Journalist**
Journalists talk about the key elements of story and what they look for in a story.
- 10:00 AM **Break**
- 10:15 AM **KNOW THY AUDIENCE: Science of Science Communication & Introduction to the Message Box**
What does the growing field of social science tell us about engaging with your audiences? What is effective and what is not? Intro to the message box covers the basics of this simple yet powerful tool for clarifying and framing your scientific messages for various audiences.
- 11:00 PM **The Message Box Interactive**
Participants have 5 minutes to refine the message boxes they have drafted ahead of time with a focus on journalists as the audience. Then they will break into small groups each moderated by a journalist as they share their message box with the group for feedback.
- 12:30 PM **Working Lunch**
- 1:15 PM **Putting Your Message Box into Action: Interviews and Scenarios**
Participants and journalists will role-play typical scientist/journalist interactions: Cocktail parties, phone interviews, field trips, radio interviews, talk shows etc.
- 3:00 PM **Break**
- 3:15 PM **Preparing for Interviews- Brief Presentation**
- 3:30 PM **Scenarios - continued**
- 5:00 PM **Quick Wrap-up**
- 5:15 PM **Fellow Mixer – Lory Student Center, University Club**

Day 2—Thursday, Sept 15, 2016

Broadening Your Network

Lory Student Center—Long's Peak Room

- 7:30 AM **Breakfast on site**
- 8:00 AM **Reflections from Day One: What stuck?**
- 8:15 AM **Morning Warm-up: One Minute to Impress- Speed Dating Your Message Box**
- 8: 45 AM **Expanding your Network with Social Media**
Nancy will provide a brief introduction exploring why scientists should have an online presence, and how a social media presence can complement rather than detract from scientific credibility. Ashley and David will also show and tell how they use Twitter to find and tell their stories, and to engage in society's conversations. SoGES tweeters will be asked to share their uses of Twitter.
- 9:45 AM **On Being an Agent of Change- Introduction to the Change Chart**
- 10:15 AM **Break**
- 10:30 AM **Agents of Change- Panel**
Panelists describe their experience with making a change.
Panelists:
 - Diana Wall
 - Ashley Ahearn
 - David Malakoff
- 11:00 AM **Setting a Goal: Change Chart Workshop (small group) & Debrief**
- 12:00 PM **Your Communications Pledge**
- 12:15 PM **COMPASS Wrap-up: Next Steps and COMPASS Evaluation**
- 12:30 PM **Lunch and SoGES Wrap-up**
- 2:00 PM **End**