



Science: Becoming the Messenger

A communications skill-building workshop brought to you by the National Science Foundation

University of Kansas, Oread Hotel in Lawrence

January 27, 2010

- 7:30 a.m. **Breakfast and registration**
- 8:00 - 8:15 **Opening remarks**
- 8:15 - 8:45 **Scientists are from Mars - Journalists are from Venus**
- Chris Mooney
- 8:45 - 9:00 **The State of Science**
- Chris Mooney
- 9:00 – 10:00 **Creating & Distilling Your Message**
- Dan Agan, Chris Mooney & Joe Schreiber
- 10:00 – 10:15 **Break**
- 10:15 – 11:15 **Creating & Distilling Your Message (continued)**
- 11:15 – 12:00 **A Hitchhiker’s Guide to Public Presentations**
- Dan Agan
- 12:00 – 1:00 **Lunch**
- **Panel discussion with Q & A, “This is What I Need to Hear”**
State Legislator, Print Journalist, Broadcast Journalist, and Public Information Officer
- 1:00 – 3:00 **Concurrent Breakout Sessions #1**
- 1) **I Am New Media (And So Can You!) – Chris Mooney** (laptop required)
 - 2) **Media Boot Camp: Tell Your Story in Video – Joe Schreiber** (laptop required)
 - 3) **Information Partners – for all PIOs and Communications Staff - Maria Zacharias, NSF**
- 3:00 – 3:15 **Break**
- 3:15 – 5:15 **Concurrent Breakout Sessions #2**
- 1) **I Am New Media (And So Can You!) - Chris Mooney** (laptop required)
 - 2) **Media Boot Camp: Tell Your Story in Video – Joe Schreiber** (laptop required)
- 5:15 – 5:45 **Science is the New Sexy**
- Chris Mooney
- 5:45 – 6:00 **Complete Evaluation Forms**
Presentation of Certificates
- 6:00 – 7:00 **Reception**



Breakout Session Descriptions

I Am New Media (And So Can You!)

By Chris Mooney

In this two hour breakout, we'll demystify blogging and social media, showing not only how to create compelling online content but how to spread it virally. Workshop participants will need to bring a laptop, which they'll use to generate online content and to share it through social media channels like Twitter, Facebook, Digg, StumbleUpon, and Reddit. The basic rules for creating an effective message apply to written blog content just as to all other written content—opeds, press releases, articles. But the high speed interactivity of web media can be intimidating at first. We'll get past that hump and have everyone blogging, tweeting, stumbling, and just generally wired.

Media Boot Camp: Tell Your Story in Video

By Joe Schreiber

Our session has a clear goal: to provide each participant with the ability to shoot, edit and publish a video. We will build upon the fundamentals of messaging established in previous plenary sessions. The beginning portion will illuminate the fundamentals of storytelling as it relates to video and audience engagement. Participants will be encouraged to think differently about an approach to engage the hearts and minds of an audience through video. We will present the basics of pre-production and then demonstrate the simple, step-by-step process of producing a video. The group will be split in half to enable all participants to produce a video. Technical assistance will be available from our instructor and staff. Please note that participants will need a laptop computer loaded with appropriate software (Windows Movie Maker for PC's, iMovie for Macs.) This session is accompanied by a comprehensive written guide participants can refer to after the workshop.

Information Partners (for Communications Staff and PIOs)

By Maria Zacharias

Learn how you can promote your research using our growing list of media partners, tell us how we can better work together, and discuss communications challenges. Attendees will hear about NSF's many new communication tools and national media partnerships that will enhance their own outreach efforts. Our previous workshops have been great successes, with lots of exchange of ideas for strengthening our partnerships.