



Science: Becoming the Messenger

For the ambitious researchers specially selected to participate for a second day

University of Kansas, Oread Hotel in Lawrence
January 28, 2010

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|---------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| 7:30 – 8:00 | Breakfast |
| 8:00 – 8:30 | Review Day One
Plan for Day Two
Q & A |
| 9:00 – 10:00 | Training for Presentations to the Media
Dan Agan, Chris Mooney, & Joe Schreiber |
| 10:00 – 11:15 | Refine your Message
(small groups work with one on one advice)
Video tape each participant as they complete their refinement |
| 11:15 – 12:00 | Advisors rotate
Show interviews on tape
Critique by group members |
| 12:00 – 12:45 | Lunch |
| 12:45 – 1:00 | Setting the stage for Press Conference/Presentations |
| 1:00 - 1:45 | Creating and practicing presentations (work session)
3 minute talk, max 3 slides |
| 1:45 – 3:00 | Press Conference |
| 3:00 – 3:15 | Break |
| 3:15 – 4:30 | Press Conference (continues) |
| 4:30 – 4:45 | Wrap Up
Complete Evaluation Forms
Presentation of Certificates |