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**Science: Becoming the Messenger**

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

**Salt Lake City Marriott Downtown at City Creek**

**75 South West Temple, Salt Lake City, Utah 84101**

**August 22, 2012 \*\*\*\*\*\*DRAFT\*\*\*\*\***

**7:30 a.m. Breakfast and registration**

**8:00 - 8:15 Opening remarks**

* **Susan Mason, NSF**

**8:15 – 8:30 The Power of Communications**

* **Dan Agan**

**8:30 – 8:45 The Workshop “Morning Show”**

* **Chris Mooney and special guests**

**8:45 – 9:30 How Scweet It Is (Getting started with Twitter) *laptop required***

* **Chris Mooney**

**9:30 – 10:15 Creating & Distilling Your Message**

* **Dan Agan**
* **Chris Mooney**
* **Joe Schreiber**

**10:15 – 10:30 Break**

**10:30 – noon Creating & Distilling Your Message (continued)**

**12:00 – 12:45 Lunch**

**12:45 – 1:00 Remarks from EPSCoR**

* **Susan Mason, NSF EPSCoR**
* **Todd Crowl, Director, Utah EPSCoR**

**1:00 – 3:00 Information Partners Breakout Session – *for Public Information Officers***

**communicating on behalf of institutions & universities**

**1:00 – 2:00 A Hitchhiker’s Guide to Public Presentations**

* **Dan Agan**

**2:00- 3:00 Working with Messages**

* **Dan Agan**
* **Chris Mooney**
* **Joe Schreiber**

**3:00 – 3:15 Break**

**3:15 – 4:45 Video Boot Camp: Tell Your Story on Camera *laptop required***

* **Joe Schreiber**

**4:45 - 5:30 Blogging the Message *laptop required***

* **Chris Mooney**

**5:30 ­– 5:45 The Workshop “Morning Show” – Revisited**

* **Chris Mooney**

**5:45 – 6:00 Complete Evaluation Forms**

**Presentation of Certificates**