** \*\*\*\*\*\**DRAFT\*\*\*\*\*\****

**Science: Becoming the Messenger**

*A communications skill-building workshop brought to you*

*by the National Science Foundation*

***For a small group of ambitious researchers specially selected to participate for a second day***

**November 8, 2012**

**Knoxville, Tennessee**

**7:30—8:00 Breakfast**

**8:00—8:30** **Introduce Self & Message in 60 seconds**

* **Name**
* **Institution**
* **Area of Research**
* **Main Message**
* **What You Most Want to Learn Today**

**8:30—9:30** **Working Session and On-Camera Media Interviews**

**9:30—10:15 Media Interview Tips and Techniques  
Phone Exercise Part One**

**10:15—10:25** **Break**

**10:25—11:00 Phone Exercise Part Two**

**Presentation Tips and Techniques**

**11:00—12:00** **Working Session**

* **Refining Your Message for the Presentation and Press Conference**
* **Preparing for Your Presentation Using the Hitchhiker’s System**

**12:00—12:45** **Working Lunch**

**12:45—1:30 Working Session (con’t.)**

* **Save Time to Rehearse!**

**1:30—1:45 Setting the Stage for Press Conference**

**1:45—3:00** **Press Conferences**

**(*After your presentation, please meet one-on-one with Joe Schreiber to review your video)***

**3:00—3:15 Break**

**3:15—4:30** **Press Conferences (con’t.)**

**4:30—4:45** **Wrap Up**

**4:45—5:00 Complete Evaluation Forms**

**Presentation of Certificates**