



Science: Becoming the Messenger

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

**Kellogg Hotel & Conference Center at Tuskegee University
1 Booker T. Washington Blvd., Tuskegee, Alabama 36008**

November 27, 2012

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- 7:30 a.m. **Breakfast and registration**
- 8:00 - 8:15 **Welcome**
- 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 Sweet It Is (Getting started with Twitter) *laptop/tablet 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**
- NSF EPSCoR
- Alabama 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 – working session**
- Dan Agan
- Chris Mooney
- Joe Schreiber
- 3:00 – 3:15 **Break**
- 3:15 – 4:45 **Video Boot Camp: Tell Your Story on Camera** *laptop/tablet required*
- Joe Schreiber
- 4:45 - 5:30 **I Am New Media (And So Can You!)** *laptop/tablet required*
- Chris Mooney
- 5:30 – 5:45 **The Workshop “Morning Show” – Revisited**
- Chris Mooney
- 5:45 – 6:00 **Complete Evaluation Forms**
Presentation of Certificates