



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 18, 2012

Kellogg Hotel & Conference Center on Tuskegee University

7:30—8:00	Breakfast
8:00—8:30	Introduce Self & Message in 60 seconds <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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.) <ul style="list-style-type: none">• Save Time to Rehearse!
1:30—1:45	Setting the Stage for Press Conference
1:45—3:00	Press Conferences <i>(After your presentation, please meet one-on-one with Joe Schreiber to review your video)</i>
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