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**Science: Becoming the Messenger**

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

**Wells Conference Center, University of Maine, Orono, ME**

**April 14, 2011**

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

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

* Susan Mason, NSF
* Denise Barnes, Program Director, NSF EPSCoR
* Vicki Nemeth, Maine EPSCoR Director

8:15 - 8:45 **The Workshop Morning Show**

* Chris Mooney

8:45 - 9:00 **The State of Science**

* Chris Mooney

9:00 – 10:00 **Creating & Distilling Your Message**

* Dan Agan
* Chris Mooney
* Joe Schreiber

10:00 – 10:15 **Break**

10:15 – 11:15 **Creating & Distilling Your Message (continued)**

11:15 – 12:00 **A Hitchhiker’s Guide to Public Presentations**

* Dan Agan

**April 14, 2011** (continued)

12:00 – 1:00 **Lunch**

1:00 – 1:30 **From Triangle to Twitter**

* Chris Mooney

1:30 – 2:00 **From Message to Movie**

* **Joe Schreiber**

2:00 – 3:30 **Concurrent Breakout Sessions #1**

* **I Am New Media (And So Can You!) – Chris Mooney** (laptop required)
* **Media Boot Camp: Tell Your Story in Video – Joe Schreiber** (laptop required)
* **Information Partners – for all PIOs – Dana Topousis**

3:30 – 3:45 **Break**

3:45 – 5:15 **Concurrent Breakout Sessions #2**

* **I Am New Media (And So Can You!) - Chris Mooney** (laptop required)
* **Media Boot Camp: Tell Your Story in Video – Joe Schreiber** (laptop required)

5:15 – 5:45 **The “Workshop: Morning Show – Revisited** “**Science is the New Sexy”**

* Chris Mooney

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

**Presentation of Certificates**

6:00 – 7:00 **Reception**



**Breakout Session Descriptions**

**I Am New Media (And So Can You!)**

**By Chris Mooney**

In this 1 ½ hour breakout, we’ll demystify blogging and social media, showing not only how to create compelling online content but how to spread it virally. Workshop participants will need to bring a laptop, which they’ll use to generate online content and to share it through social media channels like Twitter, Facebook, Digg, StumbleUpon, and Reddit. The basic rules for creating an effective message apply to written blog content just as to all other written content—opeds, press releases, articles. But the high speed interactivity of web media can be intimidating at first. We’ll get past that hump and have everyone blogging, tweeting, stumbling, and just generally wired.

**Media Boot Camp: Tell Your Story in Video**

**By Joe Schreiber**

 Our session has a clear goal: to provide each participant with the ability to shoot, edit and publish a video. We will build upon the fundamentals of messaging established in previous plenary sessions. The beginning portion will illuminate the fundamentals of storytelling as it relates to video and audience engagement. Participants will be encouraged to think differently about an approach to engage the hearts and minds of an audience through video. We will present the basics of pre-production and then demonstrate the simple, step-by-step process of producing a video. The group will be split in half to enable all participants to produce a video. Technical assistance will be available from our instructor and staff. Please note that participants will need a laptop computer loaded with appropriate software (Windows Movie Maker for PC's, iMovie for Macs.) This session is accompanied by a comprehensive written guide participants can refer to after the workshop.

**Information Partners (for Communications Staff and PIOs)**

**By Dana Topousis**

Learn how you can promote your research using our growing list of media partners, tell us how we can better work together, and discuss communications challenges. Attendees will hear about NSF's many new communication tools and national media partnerships that will enhance their own outreach efforts. Our previous workshops have been great successes, with lots of exchange of ideas for strengthening our partnerships.