



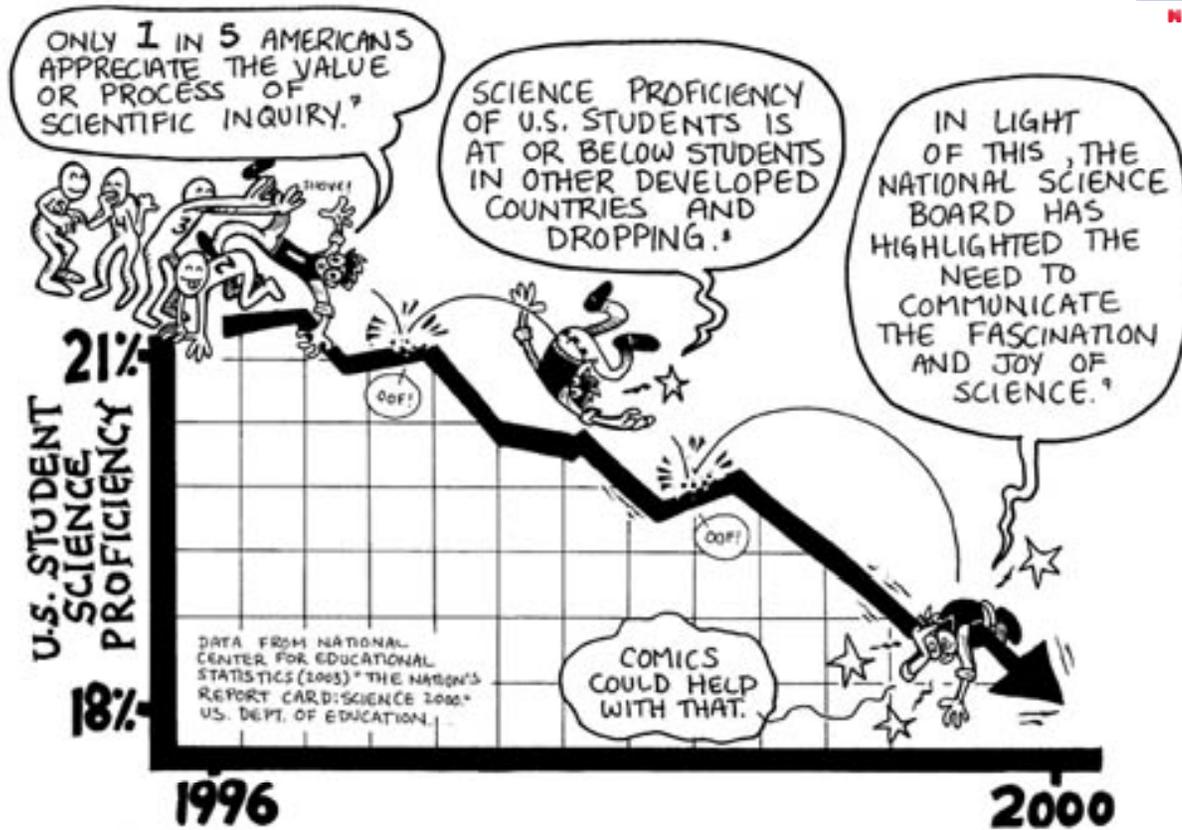
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Project Director – Nebraska

# Science: Becoming the Messenger



An NSF Communications Workshop  
Held in Lincoln, Nebraska  
March 9–10, 2011  
140 participants from across the state

# Why do it?

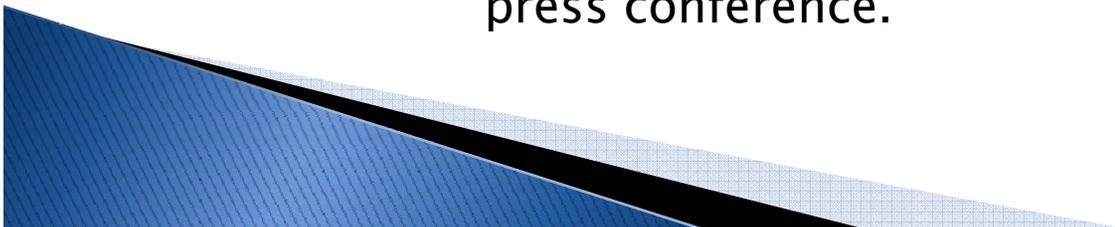


Source: <http://www.jayhosler.com/OAgraph.jpg>

# What is it?



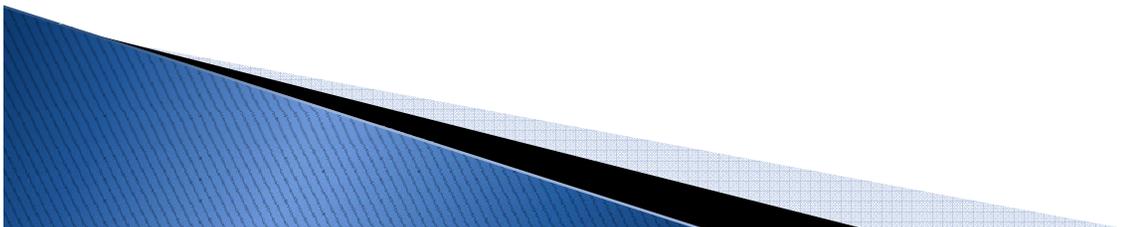
- ▶ No fee
- ▶ Open to STEM students, faculty and communications staff.
- ▶ Day 1: 140 participants, over 100 were faculty, postdocs and graduate students. Conference materials helpful for general media relations.
- ▶ Day 1 Agenda
  - Morning plenary on the creating and distilling message, how to give presentations and the state of science journalism.
  - Afternoon breakout sessions cover new media, making videos, and a special session for communications staff or public information officers.
- ▶ Day 2: Invitation-only group of 13 researchers had further intensive training
- ▶ Day 2 Agenda
  - Intensive media training, including practice presentations and a press conference.



# What NSF does



- ▶ Handles all the Registration
- ▶ Makes final arrangements and pays for expenses associated with the conference facilities
- ▶ Manages the event on the day of, with some state EPSCoR staff support as needed
- ▶ Brings most of the needed equipment and staff
- ▶ Provides food and beverages for participants



# What the State EPSCoR Staff Does



- ▶ Consults regularly with the NSF planning team
- ▶ Finds appropriate conference facility and acts as local agent
- ▶ Advertises statewide in campus publications
- ▶ Sends invitations to all colleges, universities, community colleges and tribal colleges
- ▶ Either finds volunteers or pays students to assist in certain breakout sessions that require additional assistance



# Feedback



Image: Ambro / FreeDigitalPhotos.net

“The workshop definitely provided me with the basic tools necessary to continually distill my scientific message for an ever-evolving academic, scientific and public audience.”

–Heather Smith, Postdoctoral Fellow, Creighton University

“The take home from the first day was really the power...in honing our message for the public... I’ve been teaching for 18+ years, but this technique was still something new and important for me to learn...the workshop was great and well worth the time.”

–Paul Twigg, Professor, University of Nebraska–Kearney

“It was a significant experience for me...Nothing like being thrown right into the deep end for some quick learning!”

–Cheryl Bailey, Assistant Professor, University of Nebraska–Lincoln

