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**Science: Becoming the Messenger**

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

**Knoxville, Tennessee**

**November 7, 2012 \*\*\*\*\*\*DRAFT\*\*\*\*\***

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 Scweet 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
* Tennessee 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**