



Science: Becoming the Messenger

A communication skills-building workshop brought to you by the National Science Foundation

**Founders Union Building, University of Louisville Shelby Campus
312 North Whittington Parkway, Louisville, Kentucky 40222
March 5, 2013**

DAY ONE

Day One of the “Science: Becoming the Messenger” workshop equips attendees with the fundamental skills needed to plan, create, and execute effective communications. The morning sessions explain how to design and deliver convincing messages, while the afternoon sessions demonstrate how to apply this knowledge across diverse communications platforms—such as presentations, videos, and blogs.

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)

An upbeat glimpse at the essential role that effective communications play in securing success--and why overcoming our habitual (but often ineffective) approaches to communicating requires conscious effort.

8:30—8:45 **The Workshop “Morning Show”** (Chris Mooney and special guests)

A Colbert-influenced demonstration of the challenges inherent in communicating purposefully.

8:45—9:30 **How #Sweet It Is (Getting started with Twitter)** (Chris Mooney) ***laptop/tablet required***

A hands-on introduction to one of the most popular and pervasive social media platforms--demonstrating how to use Twitter to develop a following, to network, and to stimulate interest in science.

9:30—10:30 **Creating & Distilling Your Message (Part I)** (Dan Agan, Chris Mooney, Joe Schreiber)

A step-by-step guide to developing messages intended to influence thinking, alter attitudes, sway decisions, and affect behaviors. The session is based on worksheets developed exclusively for this workshop, and draws on proven strategies and techniques that professional communicators routinely employ. Part one addresses planning one's message, including: setting a communications objective, defining a specific audience, assessing that audience's disposition, and framing messages to maximize their appeal.

10:30—10:45 **Break**

10:45—noon **Creating & Distilling Your Message (Part II)**

Part two addresses crafting one's message, including: translating the communications plan into an actionable narrative; focusing the message; making it memorable; and mastering an array of techniques for staying on message. This highly interactive session includes numerous real-world examples of these techniques in action.

12:00—12:45 **Working Lunch**

During lunch, participants gain practical experience in communications planning and development by using our worksheets to design a message for delivery at a fictional public event: "The U.S. Science Festival."

12:45—1:00 **Remarks from EPSCoR**

1:00—2:00 **A Hitchhiker's Guide to Public Presentations (Dan Agan)**

A crash course in how to transform humdrum "talk and slides" presentations into memorable communications powerhouses. Topics addressed include: how to kick off a presentation; the four questions every audience member has; keeping the audience interested and engaged; calling the audience to action; using visuals to enhance (rather than detract from) presentations; creating charts and graphs that inform and engage; and tips that can immediately improve presenter effectiveness.

2:00—3:00 **Working with Messages (Working Session) (Dan Agan, Chris Mooney, Joe Schreiber)**

A second working session in which participants further develop their communications skills by completing a more in-depth worksheet--one requiring them to fashioning leads, articulate set-ups, shape sound bites, imagine visuals, define a call to action, and more.

3:00—3:15 **Break**

3:15—4:45 **Video Boot Camp: Tell Your Story on Camera (Joe Schreiber) *laptop/tablet required***

A participatory session that teaches attendees the basics of capturing their messages using video, and then gets them on their feet—and on camera—to put what they've just learned into action. Participants have the opportunity to record and download short videos that show them delivering their messages.

- 4:45—5:30 **I Am New Media (And So Can You!)** (Chris Mooney) ***laptop/tablet required***
A step-by-step primer that walks attendees through the art and craft of translating messages into online blog posts--and then demonstrates how to generate web traffic for them.
- 5:30—5:45 **The Workshop “Morning Show”–Revisited** (Chris Mooney and special guests)
A reprise of the “Morning Show” that showcases the progress attendees have made in becoming more effective science messengers.
- 5:45—6:00 **Complete Evaluation Forms**
Presentation of Certificates