Science Communication Workshop

Comm 5660
Spring 2014

Welcome!

◆ Goals:
  – Introduce you to science communication for nonscientists, both as a field and as people and opportunities
    » Media (writing, journalism, being a source)
    » Outreach
    » Policy
  – Provide hands-on experience with some feedback
  – Give resources for further exploration
First, who are we?

◆ Who are you, and how did you get here?
  – Name, field, degree, year, career goal (if known), anything else relevant

◆ Who am I?
Basic arc of the weekend

- **Friday: Introduction**
  - “Perspectives on science communication”

- **Saturday: Writing**
  - Science comm system
  - Media writing (news, features, blogs)
    » Hands-on

- **Sunday: On-camera**
  - Feedback
  - Developing a message
    » Delivering a message on camera
    » Feedback
  - Science policy

Resources

- blogs.cornell.edu/scicomm
- Books
Twitter

- #scicomm
- #gradscicomm
- #comm5660 (?)

Details

- Registration
- Building: access, restrooms
- Refreshments
  - Pizza & veggies tonight
  - Hot drinks on Saturday & Sunday
    » Manndible: Sat 11-5, Sun 11-9
    » Tea kettle in the room
- Laptops Saturday & Sunday
Now, on to the panel

◆ “Perspectives on science communication”
  [Or: “On Being a Science Communicator”]

◆ Laura Martin
◆ Sonja Skelly
◆ Steve Strogatz
◆ Liz Wayne