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:** A slice of the real world
  - Andy Revkin seminar on science journalism

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

- **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
  – Hot drinks on Saturday & Sunday
    » Manndible: Sat 11-5, Sun 11-9
    » Tea kettle in the room
◆ Laptops Saturday & Sunday