



Cornell University

Science Communication Workshop

Comm 5660
Fall 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



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First, who are we?

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



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- ◆ Who are you, and how did you get here?
 - Name, field, degree, year, career goal (if known), anything else relevant
- ◆ Who am I?
 - Science journalist? Historian? Sociologist?
Evaluator? Teacher?



Basic arc of the weekend

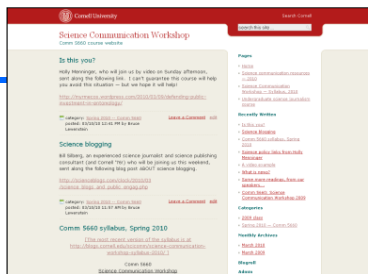
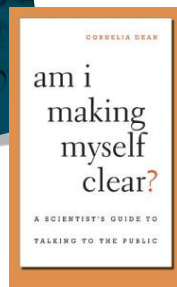
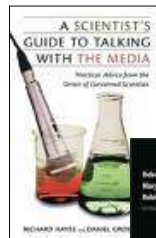
- ◆ *Friday: A slice of the real world*
 - Andy Revkin seminar on science journalism
- ◆ **Saturday: Writing**
 - Media writing (news, features, blogs)
 - » Hands-on
 - Social media discussion
 - Science comm system
- ◆ **Sunday: On-camera**
 - Feedback
 - Developing a message
 - » Delivering a message on camera
 - » Feedback
 - Science policy



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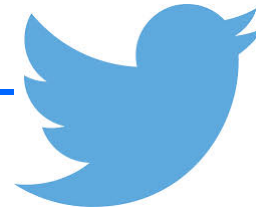
Resources

- ◆ blogs.cornell.edu/scicomm
- ◆ Books



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Twitter



- ◆ #scicomm
- ◆ #gradscicomm

- ◆ #comm5660 (?)



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Details

- ◆ Registration
- ◆ Building: access, restrooms
- ◆ Refreshments
 - Hot drinks on Saturday & Sunday
 - » Mandible: Sat 11-5, Sun 11-9
 - » Tea kettle in the room
- ◆ Laptops Saturday & Sunday



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