



Science: Becoming the Messenger

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

The National Weather Center on the University of Oklahoma Research Campus

Norman, OK

May 24, 2011

7:30 a.m. **Breakfast and registration**

8:00 - 8:15 **Opening remarks**

- Susan Mason, NSF
- Denise Barnes, Program Director, NSF EPSCoR
- James Wicksted, Associate Director & PI, Oklahoma NSF EPSCoR

8:15 - 8:45 **The Workshop “Morning Show”** Chris Mooney

8:45 - 9:00 **The State of Science** Chris Mooney

9:00 – 10:00 **Creating & Distilling Your Message**

- Dan Agan
- Chris Mooney
- Joe Schreiber

10:00 – 10:15 **Break**

10:15 – 12:00 **Creating & Distilling Your Message (continued)**

12:00 – 1:00 **Lunch**

1:00 – 3:00 **A Hitchhiker’s Guide to Public Presentations**

- Dan Agan
- From Triangle to Twitter**
- Chris Mooney
- From Message to Movie**
- Joe Schreiber

3:00 – 3:15 **Break**

May 24, 2011 (continued)

3:15 – 5:30 **Information Partners Breakout Session – for all PIOs**

3:15 – 4:15 **Concurrent Breakout Sessions #1**

- **I Am New Media (And So Can You!) – Chris Mooney** (laptop required)
- **Media Boot Camp: Tell Your Story in Video – Joe Schreiber** (laptop required)

4:30 – 5:30 **Concurrent Breakout Sessions #2**

- **I Am New Media (And So Can You!) - Chris Mooney** (laptop required)
- **Media Boot Camp: Tell Your Story in Video – Joe Schreiber** (laptop required)

5:30 – 5:45 **The Workshop “Morning Show” – Revisited “Science is the New Sexy”**

- Chris Mooney

5:45 – 6:00 **Complete Evaluation Forms
Presentation of Certificates**

6:00 – 7:00 **Reception**



Breakout Session Descriptions

I Am New Media (And So Can You!)

By Chris Mooney

In this breakout, we'll demystify blogging and social media, showing not only how to create compelling online content from your message triangle but how to spread it virally. Workshop participants will need to bring a laptop, which they'll use to generate content and learn how to share it through social media channels like Twitter, Facebook, Digg, StumbleUpon, and Reddit. The basic rules for creating an effective message apply to written blog content just as to all other written content—opeds, press releases, articles. But the high speed interactivity of web media can be intimidating at first. We'll get past that hump and have everyone blogging, tweeting, stumbling, and just generally wired.

Media Boot Camp: Tell Your Story in Video

By Joe Schreiber

This session will build upon the fundamentals of messaging established in previous plenary sessions. The beginning portion will illuminate the fundamentals of storytelling as it relates to video and audience engagement. Participants will be encouraged to think differently about an approach to engage the hearts and minds of an audience through video. We will present the basics of pre-production and then demonstrate the simple, step-by-step process of producing a video. Please note that participants will need a laptop computer. This session is accompanied by a comprehensive written guide participants can refer to after the workshop.

Information Partners (for PIOs)

Learn how you can promote your research using our growing list of media partners, tell us how we can better work together, and discuss communications challenges. Attendees will hear about NSF's many new communication tools and national media partnerships that will enhance their own outreach efforts. Our previous workshops have been great successes, with lots of exchange of ideas for strengthening our partnerships.