

**Science: Becoming the Messenger**

***For a small group of ambitious researchers***

***specially selected to participate for a second day***

**The National Weather Center on the University of Oklahoma Research Campus**

**Norman, OK**

**May 25, 2011**

7:30 – 8:00 **Breakfast**

8:00 – 9:00 **Review Day One**

**Plan for Day Two**

**Q & A**

9:00 – 10:00 **Training for Public Communication**

**Dan Agan, Chris Mooney, & Joe Schreiber**

10:00 – 10:15 **Break**

10:15 – 12:00 **Delivering Your Message**

*(Small groups work with one on one advice)*

*Video tape each participant as they complete their message refinement*

12:00 – 12:45 Working **Lunch**

12:45 – 1:00 **Setting the stage for Press Conference/Presentations**

1:00 - 1:45 **Creating and Prepare for Live Presentations (work session)**

3 minute talk, max 3 slides

1:45 –3:00 **Press Conference**

3:00 – 3:15 **Break**

3:15 – 4:30 **Press Conference (continues)**

4:30 – 4:45 **Wrap Up**

**Complete Evaluation Forms**

**Presentation of Certificates**