

2012 IGERT Annual Meeting Science Communication Workshop for Trainees

Agenda

- I. Introduction—Maria Zacharias of NSF's Office of Legislative and Public Affairs
- II. Tips and Tools for Science Communication—Kate Stoll, AAAS S&T Policy Fellow
- III. Using the Message Box to frame your message Rich Boone, IGERT Program Director
- IV. Work in teams of 3 to develop 45 second elevator pitch
- V. Work in teams to create 60 second mock interview videos
- VI. Report out—email videos to **IGERT2012@gmail.com**

Resources (Disclaimer: These resources are for information only, and are not endorsed by the NSF or IGERT.)

Books

- *Don't be Such a Scientist: Talking Substance in an Age of Style* by Randy Olsen
- *Escape from the Ivory Tower: A Guide to Making Your Science Matter* by Nancy Baron
- *Am I Making Myself Clear? A Scientist's Guide to Talking to the Public* By Cornelia Dean
- *Unscientific America: How Scientific Illiteracy Threatens Our Future* by Chris Mooney and Sheril Kirshenbaum

Websites and Blogs

- Communicating Science: Tools for Scientists and Engineers
<http://communicatingscience.aaas.org/>
- Culture Cognition Project with Dan Kahan—the science behind how people perceive information and communication. <http://www.culturalcognition.net/>
- Don't get caught speechless, unprepared or without a message. Communications and social media strategy, training and content from Washington, DC-based consultant Denise Graveline.
<http://www.dontgetcaught.biz/>
- Stony Brook Center for Communicating Science <http://www.centerforcommunicatingscience.org/>
- Age of Engagement by Matthew Nisbet—reading list posted on May 21st, 2012 at
<http://bigthink.com/blogs/age-of-engagement>

Articles

- Randy Olsen's Top Five Tips for Science Communication
<http://www.newscientist.com/article/dn17893-top-five-tips-for-communicating-science.html>
- Dan Kahan's Four Principles For Science Communication and Policy Making <http://bit.ly/LQmE5N>
<http://www.culturalcognition.net/blog/2012/5/15/wild-wild-horses-couldnt-drag-me-away-four-principles-for-sc.html>
- Communicating the science of climate change with tips re: confusing science terms
http://www.physicstoday.org/resource/1/phtoad/v64/i10/p48_s1

Opportunities

- AAAS Mass Media Fellowship <http://www.aaas.org/programs/education/MassMedia/>
- Write ScienceLives articles on LiveScience <http://www.livescience.com/>
- NSF Becoming the Messenger communication workshops
http://www.nsf.gov/events/event_summ.jsp?cntn_id=124056&org=NSF
- Science On Tap (Google for local groups) and Café Scientifique <http://www.cafescientifique.org/>
—Organizations who create opportunities for local scientists to give short interesting talks to public audiences at local coffee houses and pubs.