

Communicating Your Science with Diverse Audiences

An American Geophysical Union (AGU) Communications Workshop

Hosted by the Alaska Marine Science Symposium

Sunday, 21 January 2018

9:00 a.m. – 5:00 p.m.

AGU Workshop Leaders

- **Shane M Hanlon**, Senior Specialist, Sharing Science
- **Carissa Bunge**, Senior Specialist, Public Affairs

AGENDA

- 9:00 A.M.** **Welcome & Introduction from AGU**
- 9:15 A.M.** **Outreach: why it's worth it & who should do it**
- 9:30 A.M.** **Identifying & Connecting with Your Audience**
How to identify the right audience, connect with them, and anticipate audience needs.
- 9:45 A.M.** **Connecting with your audience: Journalists**
Tips for connecting with journalists, public information officers, and science communicators.
- 10:15 A.M.** **Morning Break**
- 10:30 A.M.** **Connecting with your audience: Policymakers**
Some key tools and tips when meeting with policymakers.
- 11:15 A.M.** **Identifying your Audience - Activity**
- 11:45 A.M.** **Speaking the Same Language**
Tips on how to reduce jargon and unclear language.
- 12:00 P.M.** **Lunch**
- 1:00 P.M.** **Up-Goer-Five Challenge**
This fun activity will help you think about using plain language.
- 1:15 P.M.** **Storytelling**
We'll share some simple tools to help you make your science more compelling by telling stories about your work.
- 1:45 P.M.** **Message Preparation**
You will develop key messages about your science, with a focus on presenting clear, compelling information that is relevant to your audience.
- 2:45 P.M.** **What's Your Outlet?**
What's the best way to share your science and tell stories via social media?
- 3:00 P.M.** **Afternoon Break**
- 3:15 P.M.** **Role-playing Exercise**
- 4:45 P.M.** **"What's Next?" & Closing Remarks**

