AGU Workshop Leader

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AGENDA

9:00 A.M. Welcome & introduction from AGU

9:15 A.M. Perspective: why, how, to whom we scicomm
Demonstrate value in scicomm, definition of scicomm as building relationships, identify goals, awareness of self as scicommer.

9:30 A.M. Activity: Who's done it, what did they ask?

9:45 A.M. Identifying & connecting with your audience:
How to identify the right audience, connect with them, and anticipate audience needs. Focus on policy and media audiences.

10:15 A.M. Morning break

10:30 A.M. Activity: Same message, different audience (worksheet)

10:45 A.M. Activity: Brainstorming your audience

11:05 A.M. Activity: Jargon tally

11:15 A.M. Speaking the same language
How to reduce jargon and choose the right level of detail.

11:30 A.M. Activity: The Up-Goer-Five Challenge

11:45 A.M. Activity: Headline yay or nay?

12:00 P.M. Lunch

1:00 P.M. Activity: Story show & tell

1:15 P.M. Storytelling
Make your science more compelling by telling stories about your work.

2:00 P.M. Activity: Create your science story.

2:30 P.M. Making messages for your audience: Now you gotta make it mean something
Using what you know about audience, jargon, & stories to choose what to say/how to say it.
  ● Dealing with unreceptive audiences.

3:00 P.M.  Afternoon break
3:15 P.M.  Activity: Headline your science
3:30 P.M.  Activity: Creating a One Pager
4:00 P.M.  Activity: Develop messages based on your work/target audience & role-play
4:25 P.M.  “What’s Next?” & Closing Remarks