

Comm 5660

Science Communication Workshop

1-credit

Friday-Sunday, 3 March – 5 March 2017

Coordinated by Bruce Lewenstein
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USGS hydrologist Chris Laveau is interviewed by media on the Broadway Bridge in downtown Minot, N.D., June 2011. http://gallery.usgs.gov/photos/07_07_2011_j4Eq27Tgg0_07_07_2011_6, retrieved 18 Jan 2013.

This intensive weekend workshop trains graduate students and post-docs in the sciences (including natural sciences, engineering, experimental social sciences, etc.) to communicate effectively – especially about controversial topics, such as climate change -- with nonscientists such as policy makers, political stakeholders, the media, and the general public. Activities include role-playing, mini-lectures, hands-on practice writing press releases and other outreach materials, real-time practice being interviewed for the media, and discussion with invited speakers.



We begin on Friday afternoon at 4:30 with a panel of experienced science communicators talking about their work. Saturday, you'll be introduced to writing for the public through press releases and blogs. You'll get practice. Plenty of practice. Sunday is devoted to constructing a message and delivering it in a broadcast media interview.

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For more information, see <http://blogs.cornell.edu/scicommworkshop>