Comm 5660  
Science Communication Workshop  
Spring 2016  
DATES: Friday, 5 February – Sunday, 7 February 2016  
[Last update: 1 February 2016]

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 will begin on Friday afternoon with a panel of speakers talking about opportunities in public communication. After the panel, we’ll have pizza and veggies for more informal discussion with the panelists.

On Saturday, we start right out with 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. Throughout the weekend we’ll also meet other scientists and science communicators, learning from their experience.

Course website  
http://blogs.cornell.edu/scicommworkshop/

Instructor  
Professor Bruce Lewenstein  
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and happily by appointment

Assistant  
Dr. Elodie Gazave  
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Class location  
Friday, 5 February: 101 Warren  
Saturday and Sunday, 6-7 February: Plant Science 143

Assignments and grades  
You will write your own press release or blog post on the first day of the workshop, and you will both conduct and be the subject of a video interview on the second day.
**IN ADVANCE OF THE COURSE:**

*Come with a brief (100-200 word) written summary of your own research. You will use this summary as the basis for class activities. If you are interested in science blogging, set up your own blog site in advance (Google’s Blogger service, [http://www.blogger.com/home](http://www.blogger.com/home), is pretty simple to use, but you’re welcome to try another service if you prefer).*

*You will need a computer or tablet (probably with a keyboard), as you will be looking at things online and writing during the workshop.*

**Schedule**

**Friday, 5 February**

4:30 pm *Panel: Opportunities for public communication of science*

Michelle Kortenaar, Director of Education, Sciencenter
Linda Rayor, Entomology, founder of Insectapalooza
Merry Buckley, Communications Manager, Baker Institute for Animal Health
Sonja Skelly, Director of Education, Cornell Plantations

6:00 pm Pizza & veggies, informal discussion

**Saturday, 6 February**

9:00 am The basics of writing science for the public

Bruce Lewenstein

10:30 am Break

10:45 am Developing and writing your own stories

Sharon Tregaskis

12:00 pm Lunch (on your own)

1:00 pm The world of science blogging, tweeting, and other online forms

Danielle Lee, Cornell post-doc and blogger

2:00 pm Break

2:15 pm Writing. More time actually writing, sharing ideas and drafts, getting comments from colleagues, etc.

3:45 pm Break

4:00 pm Where does all this fit into science communication system?

Bruce Lewenstein
5:00 pm  End of (organized) day

8:00 pm  REVISED PRESS RELEASES/BLOGS DUE

Sunday, 7 February

9:00 am  Critique of press releases/blog postings
          Bruce Lewenstein

10:15 am  Break

10:30 am  Developing and delivering media messages
          Hands-on practical instruction and practice about developing messages
          Lesley Yorke, University Communications

12:00 pm  Lunch (on your own)

1:00 pm  Being interviewed
          Hands-on practical instruction and practice in being interviewed
          on camera

3:00 pm  Break

3:30 pm  Dr. Scientist goes to Washington: Scientist/policy makers
          Panel discussion with graduate students who have participated in policy workshops
          R. Alex Coots (Nutritional Sciences)
          Chelsea Gregg (Biomedical Engineering)
          Sabrina Solouki (Biological and Biomedical Sciences)
          Juan Guzman (Biological and Environmental Engineering)

4:30 pm  Graduation (not really – this is what time we’ll end!)
Resources
This list will be posted on the class website and periodically updated

**Books**


"How to" Websites


[http://www.aaas.org/communicatingscience](http://www.aaas.org/communicatingscience) (produced by American Association for the Advancement of Science, includes webinars, tipsheets, etc.)

[http://sites.agu.org/sharingscience/inform-news/](http://sites.agu.org/sharingscience/inform-news/) (tips from the American Geophysical Union)

[http://www.wfsj.org/course/en/index.html](http://www.wfsj.org/course/en/index.html) (online science journalism course, developed by World Federation of Science Journalists; primary audience is science journalists in developing countries)

[http://www.scidev.net/en/science-communication/](http://www.scidev.net/en/science-communication/) (SciDev.net’s “Communicating Science” section, focused on science journalism for the developing world, but relevant for anyone communicating science; see especially the "practical guides" section)

Tips for great (science) media interviews (from Patricia Thomas, Knight Chair in Health & Medical Journalism, Grady College of Journalism & Mass Communication, University of Georgia)

Science Literacy Project (a workshop, currently inactive, for science reporters working in public radio; some resources online, especially the “tip sheets”)

[http://www.theopennotebook.com/](http://www.theopennotebook.com/) (a blog with comments and interviews from science writers about many aspects of how they report, write, and think about their stories and their lives as writers)
Social media discussion ABOUT science communication
Twitter: #scicomm, #gradscicomm, #NASinterface, #ScioX

Science outreach websites (the “informal science education” community)
http://www.informalscience.org/ (a resource and online community for informal learning projects, research and evaluation; it provides access to a wide range of material)

Science news commentary
http://ksj.mit.edu/tracker (from 2006 to 2015, experienced science journalists reviewed the day's news, and also commented on science journalism)
http://www.cjr.org/the_observatory/ (published from the late 2000s until 2015, “a lens on the science press” from the Columbia Journalism Review)
http://www.badscience.net/ (from the UK, a scientist comments regularly)
http://www.slate.com/blogs/bad_astronomy.html (a long-running blog on…bad astronomy! Actually, mostly good astronomy, and sometimes comments on media coverage.)

Science news sites (just a few of the many, many possibilities…I'm not even sure this list is worth providing…let's talk about that!)
New York Times (http://www.nytimes.com/pages/science/), especially the Tuesday "Science Times" section (you will need to register, but there is no cost)
Google News’s “Sci/Tech” category (http://news.google.com/nwshp?tab=wn&topic=t)
Yahoo! News’s “Science” category (http://news.yahoo.com/science/)
The Why Files (http://whyfiles.org/)
Livescience.com (http://livescience.com)
Slate’s “Health and Science” section (http://www.slate.com/articles/health_and_science.html)
SciDev.net (a site specifically for science journalists in the developing world, but with relevance for anyone trying to communicate science), http://www.scidev.net

Science blogs
http://scienceblogs.com (one of the main sites for science-focused blogs)
http://phenomena.nationalgeographic.com/ (some of the most prominent blogs)
http://blogs.discovermagazine.com/ (still more prominent blogs)
http://blogs.scientificamerican.com/ (still more prominent blogs)
http://www.wired.com/category/science-blogs/ (not quite as prominent, but still pretty well known)
http://www.researchblogging.org/ (an interesting question about who this is for….)
…and many more available through http://scienceseeker.org/

Science story ideas/press releases
http://www.eurekalert.org (Basic source for science press releases)
http://www.alphagalileo.org/ (A European counterpart to EurekAlert!)
http://www.newswise.com/articles/list?category=science (An independent alternative to EurekAlert! – site also has many topics besides science)
http://www.sciencedaily.com/ (Another independent alternative to EurekAlert!)
Other sites to explore

http://www.pcst.co/, International Network on Public Communication of Science and Technology
http://www.nps.gov/hfc/services/evaluation/, Media Evaluation and Visitor Research site, maintained by National Park Service
http://www.nscalliance.org/, Natural Science Collections Alliance, a support organization for natural science collections (including museums and their staffs)
http://sciencecareers.sciencemag.org/, Science Magazine’s careers page, which includes many stories about communication and outreach options
http://www.nature.com/naturejobs/career-toolkit/index.html, Nature’s equivalent to Science’s careers page
http://blogs.discovermagazine.com/intersection/2009/04/09/policy-fellowships-for-scientists-engineers/, a list of science policy fellowships (outdated, but still a useful place to start)
http://www.citizenscience.org/, Citizen Science Central, run by Cornell’s Lab of Ornithology, but covers the whole field; will soon become a new site run by the Citizen Science Association

Organizations you might want to join

Many of the following organizations have extremely useful resources on their websites – guidelines, ethical codes, handbooks, etc., often available at no charge and without the need to join.

http://www.amwa.org/, American Medical Writers Association
http://www.publicgardens.org/, American Public Gardens Association
http://www.healthjournalism.org/, Association of Health Care Journalists
http://www.astc.org/, Association of Science-Technology Centers
http://www.aza.org/, Association of Zoos and Aquariums
http://www.councilscienceeditors.org/, Council of Science Editors
http://www.nasw.org, National Association of Science Writers
http://naaee.org/, North American Association for Environmental Education
http://www.sej.org, Society of Environmental Journalists

….and there are many others