

OVERVIEW

This full-day Science Communication Workshop focusing on topics including science-policy integration, media relations, social media, and public and visual communication is convened by the UC Davis Coastal and Marine Sciences Institute and the Delta Stewardship Council, Delta Science Program with additional support from UC Davis Strategic Communications and UC Davis Graduate Studies- Professors for the Future Program. The goal of the workshop is to provide communication tools to convey scientific concepts to a variety of audiences in public and professional interactions.

ORGANIZING COMMITTEE

Simone Hasenbein, Co-Chair, UC Davis
Shauna Oh, Co-Chair, UC Davis
Andy Fell, UC Davis
Tessa Hill, UC Davis
Kat Kerlin, UC Davis
Marina Brand, Delta Science Program
Nir Oksenberg, Delta Science Program

ACKNOWLEDGMENTS

The workshop organizing committee wishes to express deep appreciation to the many individuals and partners who contributed in different ways to the development and the execution of this workshop. In particular, we would like to thank the speakers and trainers for sharing their valuable time, expertise and experience. We would like to recognize the partnership and support provided by the Delta Stewardship Council, Delta Science Program, UC Davis Coastal and Marine Sciences Institute, Strategic Communications and Graduate Studies- Professors for the Future Program in establishing the day's program. This workshop would not have been possible without the generous contributions from our partners.

Thank you for joining us today. The archive of the video recording for the trainings will soon be available on the workshop web page at http://cmsi.ucdavis.edu/events/science_communication_workshop/.



WORKSHOP PARTNERS



PRESENTED BY

4.10.17 • UC Davis ARC Meeting Rooms



SCIENCE COMMUNICATION WORKSHOP 2017

#SciCommUCD

AGENDA

8:30 CHECK-IN



9:00 WELCOME

SHAUNA OH, UC Davis Coastal and Marine Sciences Institute
CLIFF DAHM, Delta Stewardship Council, Delta Science Program

9:10 PLENARY PANEL PRESENTATIONS: BEST PRACTICES IN SCIENCE COMMUNICATION

MODERATOR: **TESSA HILL**

KAT KERLIN, UC Davis Strategic Communications
SALLIE POGGI, UC Davis Strategic Communications
JIM SANCHIRICO, UC Davis Coastal and Marine Sciences Institute

10:30 BREAK

11:00 MODERATED PANEL DISCUSSION; Q & A

11:45 LUNCH (ON YOUR OWN)

Nearby dining venues on campus include Segundo Dining Commons (located directly northeast of ARC) and restaurants @ the Silo (Gunrock Pub, La Crepe, Starbucks, Carl's Jr., Pizza Hut, Taco Bell, and Grab & Go) and food trucks (Star Ginger Asian Food Truck, Shah's Halal Food Truck)

	Ballroom A	Ballroom B	Meeting Rm 1	Meeting Rm 2	Meeting Rm 3
1:00	TRAINING SESSION I SCIENCE POLICY I	INFOGRAPHICS	SOCIAL MEDIA	PUBLIC SPEAKING	MEDIA RELATIONS
2:00	BREAK				
2:15	TRAINING SESSION II VISUAL STORYTELLING	MEDIA RELATIONS	SOCIAL MEDIA	WRITING FOR LAY AUDIENCES	SCIENCE POLICY I
3:15	BREAK II				
3:30	TRAINING SESSION III WRITING FOR LAY AUDIENCES	PUBLIC SPEAKING	SCIENCE POLICY II	INFOGRAPHICS	VISUAL STORYTELLING

AFTERNOON TRAININGS

- INFOGRAPHICS- *Should this be an Infographic?*; TOM WATTS**, UC Davis Strategic Communications
In this training we will discuss best practices and strategies that will allow your audiences to understand the concepts you are attempting to communicate across multiple modern delivery methods and finally answer the question...should this be an infographic?
- MEDIA RELATIONS- *Working Effectively with Reporters*; ANDY FELL & KAT KERLIN**, UC Davis Strategic Communications
In this training we will cover the basics of what reporters look for in a story, how to develop your message, what to do when a reporter calls, and how to give a successful media interview.
- PUBLIC SPEAKING- *Mastering the Art of Effective Public Speaking*; KEITH COOLIDGE**, Delta Stewardship Council
Public speaking generally ranks among everyone's top fears, even though we practice some form of it every day. From conversations with coworkers to departmental meetings to one-on-ones with the boss, being an effective - if not fearless - public speaker helps you stand out and get ahead. We'll work through proven ways to polish your speaking skills so that you can convey knowledge and leave a lasting (positive) impression.
- SCIENCE POLICY I- *Lost in Translation: How to Communicate the "So What" to Policy Makers*; RYAN STANBRA**, Delta Stewardship Council
Scientific information remains an effective tool for advancing meaningful policy. However, policymakers must have access to the best available science, and, equally important, they must be able to understand its implications. In this training, we'll discuss the myriad of variables policymakers consider, and offer hands-on activities to make sure that your research is communicated in a way that is relevant to the needs of this unique and important audience.
- SCIENCE POLICY II- *How to Make Your Science Part of Policy Making in California*; CYNDI DAWSON**, California Ocean Protection Council
The training will focus on framing scientific information so it is more easily heard by decision makers. We will discuss through real world examples of policy initiatives of the Ocean Protection Council, what questions decision makers are asking and how a direct relationship with scientists results in better outcomes.
- SOCIAL MEDIA- *Effectively Using Social Media for Science Communications*; SALLIE POGGI & KARLA FUNG**, UC Davis Strategic Communications
More than just a tool to connect with friends, Twitter, Snapchat, Facebook, Instagram, and LinkedIn have become important tools to help scientists communicate with students, colleagues, stakeholders, funders, and public audiences. Learn practical tips on how you can contribute to the scientific dialogue on social media and how to practice safe social media.
- VISUAL STORYTELLING- *Using Video to Amplify Your Work*; JOHN MOUNIER & JOE PROUDMAN**, UC Davis Strategic Communications
Video gives an audience the chance to connect emotionally with your work - the opportunity to experience something new to them. "Using Video to Amplify Your Work" is a presentation that offers an approach to video documenting your research, as well some tips and tricks that will help your video stand out.
- WRITING FOR LAY AUDIENCES- *Tell Me a Story: Writing for a Wide Audience*; BECKY OSKIN & KATIE RODGER**, UC Davis College of Letters & Science
This training will introduce science-writing strategies for communicating with the public, the media and scientists in other fields. Participants will practice writing clearly and vividly about their own research.