

# Communicating Science Workshop

May 14-15, 2015  
University of Oregon



SCIENCE  
LITERACY  
PROGRAM

## Alan Alda Center for Communicating Science

AT STONY BROOK UNIVERSITY

The SLP and STEM Core are excited to offer a two-day workshop facilitated by faculty from the Alan Alda Center for Communicating Science at Stony Brook University on improvisation, distilling a science message, and communicating with the media.

Public support for scientists and everyday applications of science would benefit from a more scientifically literate society. As scientists, you have an opportunity—an obligation, some might argue—to contribute to the public dialogue and understanding of science. This workshop will provide you with training and communication tools to engage public audiences.

### GOALS and EXPECTATIONS

The goal of teaching improvisation is to provide scientists with the skills to talk freely, directly, and spontaneously about their work using communication strategies that are effective and respond to the dynamic attention of listeners. Ultimately, this will help you as a scientist connect personally with your audience while conveying your message.

### RECOMMENDED ATTENDEES

Faculty, postdocs, and graduate students interested in acquiring or improving skills for effectively communicating science concepts and research to non-science-major students and to the public.

### OBJECTIVES

Upon completion of this workshop, you will learn how to:

- speak clearly and vividly about your work and why it matters, in terms that non-scientists can understand
- use communication techniques, cultural competency, and science literacy concepts to reach and mobilize the community and key stakeholders on science issues related to your research, outreach, or education objectives
- gain a better understanding of your audience and ability to adapt your material for a variety of audiences
- prepare for a media interview, including shaping clear, crisp answers, fielding difficult questions, and reinforcing your fundamental message

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### ELIGIBILITY and APPLICATION INFORMATION

The Science Literacy Program is accepting applications for this free improv for scientists workshop. **Applications are due April 1, 2015.** Complete the online [Communicating Science Workshop Application](#).

### TENTATIVE SCHEDULE

May 14 – 0800-1730

0800 - 0830 Registration and Welcome Coffee  
0830 - 0930 Introduction to the Program  
0930 - 1230 Improvisation for Scientists  
1230 - 1330 Lunch (provided)  
1330 - 1430 Introduction to Distilling Your Message  
- Breakout Sessions  
1430 - 1700 Distilling Your Message  
1700 - 1730 Wrap-up and prep for day 2

May 15 – 0900-1700

0900 - 1200 First Workshop Session  
- Group A: Media Interview Skills  
- Group B: Engaging Varied Audiences  
1200 - 1300 Lunch (provided)  
1300 - 1600 Second Workshop Session  
- Group A: Engaging Varied Audiences  
- Group B: Media Interview Skills  
1600 - 1700 Evaluation and Next Steps

The Communicating Science Workshop is co-sponsored by the [Science Literacy Program](#), [STEM Core](#), and the [UO College of Arts and Sciences](#).

Contact the Science Literacy Program at [scilit@uoregon.edu](mailto:scilit@uoregon.edu) if you have any questions.