

SCIENCE COMMUNICATION WORKSHOP
Cornell Biogeochemistry and Environmental Biocomplexity
BioEE 771, 2cr. S/U, Spring 2007

Description: The objective of this workshop is to train scientists to communicate effectively with non-scientists, such as policy makers, stakeholders, the media, and the general public. We will meet weekly for two hours per session. Training activities may include some or all of the following: role-playing, reading/discussion, invited speakers, field trips, and a training session with a professional media trainer.

Meeting: Room 14 Fernow Hall (except on field trip days).
 Thursdays 4:00-6:00

Contacts: Dana Warren (drw23@cornell.edu), Student
 Marissa Weiss (msw27@cornell.edu), Student
 David Wolfe (dww5@cornell.edu), Faculty

Workshop Syllabus:

<u>Date</u>	<u>Topic</u>	<u>Activity</u>	<u>Presenters</u>	<u>Reading/Prep</u>
25-Jan-07	Introduction	Introduction to types of media and science communication	Blaine Friedlander – <i>CU Press Relations</i> Bruce Lewenstein – <i>Communications Dept.</i>	Bring 1 representation of science in the media from the last week to class (Science Times)
1-Feb-07	Magazine Science Writing	Interactive meeting on how to best write and communicate for a nature magazine (popular press) audience	Lisa Drew – <i>Ithaca College School of Journalism</i>	UCS 1
8-Feb-07	Newspaper	Field trip to CU Chronicle	CU Chronicle Staff (contact: David Brand)	UCS 2
<i>Tues, Feb 13</i>	<i>By this date, send draft press releases to Dana (drw23@cornell.edu) so they can be reviewed by Blaine and Lauren</i>			
15-Feb-07	Press Releases	Press Releases: Peer critiques, professional critique	Blaine Friedlander – <i>CU press relations</i> Lauren Gold – <i>CU Chronicle</i>	UCS 3

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22-Feb-07	Radio	Practice crafting sound bites, sticking to message	Jon Miller – <i>Independent Producer (Public Radio, and other media outlets)</i>	UCS 4
1-Mar-07	<i>Follow-up on Miller and</i> Books	<i>Pairs practice interviewing for first time and</i> Lecture by book publishing professional, discussion	Robert Kirk - <i>Princeton University Press</i>	UCS 5
8-Mar-07	Scientists Speak	Cornell faculty panel: Scientists who interact with NGO's and/or the media	CU Professors: <i>Wolfe, Bell, Eisner, Fitzpatrick Drinkwater,</i>	UCS 6
15-Mar-07	Radio/TV	Media Training: The Basics, with professional media consultant (Note: Full day workshop)	Chris Jahnke – <i>Positive Communication (Media training company)</i>	NOTE: moved to March 27 – all day
22-Mar-07	SPRING BREAK - NO MEETING			
29-Mar-07	Web Media	Introduction to Web Media	Lisa Cameron-Norfleet – <i>CU web communications</i>	UCS 7
5-Apr-07	Interviews – practice on video w/ critiques	Professional and peer interviews On camera/live radio technique: Practice and peer critique (digitally recorded interviews for all students)	Guest Reporters: Bill Steele Sara Ball Josh Braun	UCS8
12-Apr-07	No Class	BEB student trip to IES – NO CLASS		

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19-Apr-07	Print Media/TV	Field Trip: Syracuse - Post-Standard and News 10 Now! Tours	Don Cazentre – <i>Syracuse Post-Standard</i> Ron Lombard – <i>News 10 Now</i>	Read about both on the web. Read a copy of post-standard. Watch News 10 Now
26-Apr-07	Applying New Skills	Choose a final project: See list of potential projects. Students may work in groups or independently. Present project to class at last meeting.	Independent work on projects (interviews etc.)	
3-May-07	Applying New Skills		Student presentations	

Resources:

Books:

Hayes, R. and Grossman, D. 2006. A scientist's guide to talking with the media: Practical advice from the Union of Concerned Scientists. Rutgers University Press, New Brunswick, NJ.

Blum, D., Knudson, M., and Henig, R.M. (eds.) 2006. A field guide for science writers, 2nd edition. Oxford University Press, New York, NY.

Periodicals:

New York Times - Science Times (appears Tuesdays)

Science News