Comm 5660
Science Communication Workshop
1-credit

Friday-Sunday, 31 October – 2 November 2014

Coordinated by Bruce Lewenstein
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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.

This year, we start with required attendance at the public lecture of A.D. White Professor at Large Andrew Revkin on Friday afternoon. 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.

Register by e-mail to b.lewenstein@cornell.edu