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 start with a panel discussion 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.