



# Communicating Your Science

## Workshop Agenda

Estuarine Research Center, Mission-Aransas Reserve at University of Texas Marine Science Institute  
Port Aransas, Texas | April 28, 2016 9:30am to 3:00pm

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- 9:30 AM **Welcome and Registration**
- 9:45 AM **Introductions, Goals, Overview**  
COMPASS welcomes the group, explains the intent of the workshop, etc.
- 10:00 AM **“Welcome to My World” Panel Session**  
A panel of policy-makers and journalists share their communication expertise, including the kind of science they use and their experience with what works and doesn't work during the translation process from scientist to media or policy. Q&A.
- 10:45 AM **Why Bother? Bridging the Worlds of Science, Policy, and Journalism**  
Brief lecture to follow up on the panel on communicating with non-science audiences.
- 11:00 AM **The Message Box – Introduction & Individual Work Time**  
Covers the basics of this simple yet powerful tool for identifying and framing scientific messages for various audiences.
- 12:00 PM **Lunch**
- 12:45 PM **Message Box Group Work**  
Participants share their message boxes and feedback in small groups.
- 1:15 PM **Elevator Speeches**  
Participants further hone Message Box core ideas by distilling them into 1-minute elevator speeches
- 1:30 PM **Break**
- 1:45 PM **Finding your Voice & the 30-Second Scientist**  
How to introduce yourself and your work in an engaging way
- 2:30 PM **What Next?**
- 2:50 PM **Closing and Evaluation**
- 3:00 PM **Adjourn**