

## Workshop Agenda

University of Vermont  
Davis Center, 590 Main Street

### Day 1: February 1, 2016

- 8:00 - 9:00am: Breakfast and Introductions (Sliver Maple Ballroom)
- 9:00 -10:00am: Introductory Plenary (Silver Maple Ballroom) - *Christine O'Connell*  
Richard Galbraith, Vice President for Research, UVM  
Judith Van Houten, Vermont State EPSCoR Director
- 10:00 - 1:00pm: Improvisation for Scientists (Mildred Livak Room) - *Valeri Lantz-Gefroh*
- 1:00 - 2:00pm: Lunch (Silver Maple Ballroom)
- 2:00 - 3:00pm: Introduction to Distilling Your Message (Silver Maple Ballroom)  
*Christine O'Connell*
- 3:00 - 5:30pm: Distilling Your Message Breakout Sessions - 3 groups of 8  
*Group A- Christine O'Connell (Handy Family Room)*  
*Group B- Elizabeth Bass (Jost Foundation Room)*  
*Group C- Nancy Serrell (Mildred Livak Room)*

#### Group A

Dan Fredman  
Pamela Gibson  
Scott Merrill  
Taylor Ricketts  
Tom Rogers  
Kristen Underwood  
Laura Yayac  
Craig Wells

#### Group B

Carol Adair  
Sarah Carleton  
Joanne Garton  
Christopher Koliba  
Janet Murray  
Janel Roberge  
Paliza Shrestha  
Matthew Vaughan

#### Group C

Mandar Dewoolkar  
Susan-Marie Harrington  
Scott Hamshaw  
Veronica Sosa-Gonzalez  
Yushiou Tsai  
Basil Waugh  
Asim Zia

## Day 2: February 2, 2016

- 8:30 – 9:00am: Registration and Continental Breakfast (Silver Maple Ballroom)
- 9:00 - 9:30am: Media Interview Preparation (Silver Maple Ballroom) – *Christine O’Connell*
- 9:30 - 12:30pm: Media Interview Skills - 3 groups of 8  
Group A- *Christine O’Connell (Sugar Maple Ballroom)*  
Group B- *Elizabeth Bass (Chittenden Bank Room)*  
Group C- *Nancy Serrell (Williams Family Room)*

### Group A

Carol Adair  
Mandar Dewoolkar  
Joanne Garton  
Paliza Shrestha  
Veronica Sosa-Gonzalez  
Taylor Ricketts  
Tom Rogers  
Matthew Vaughan

### Group B

Dan Fredman  
Scott Hamshaw  
Susan-Marie Harrington  
Christopher Koliba  
Scott Merrill  
Basil Waugh  
Craig Wells

### Group C

Sarah Carleton  
Pamela Gibson  
Janet Murray  
Janel Roberge  
Yushiou Tsai  
Kristen Underwood  
Laura Yayac  
Asim Zia

- 12:30 - 1:30 pm: Lunch (Silver Maple Ballroom)
- 1:30 - 4:30 pm: Train the Trainer Session (Chittenden Bank Room)  
*Valeri Lantz-Gefroh & Nancy Serrell*
- 4:30 – 5:00pm: Reflecting on Our Experiences (Chittenden Bank Room)

## Workshop Overview

The Alan Alda Center for Communicating Science at Stony Brook University is dedicated to helping scientists more effectively communicate with the public, with funders, with fellow scientists (and with their grandmothers!). The goal for this one-day program is to help participants learn to communicate more effectively about science with people outside their field, including the general public, policy makers, the media, students, potential employers or funders and prospective collaborators in other disciplines. Through discussion and practice, we will focus on fundamental skills -- knowing your audience, connecting with your audience, and speaking clearly and conversationally about your work and why it matters.

## **Interactive Opening Plenary**

General principles in how to craft short, clear, conversational statements, intelligible to non-scientists, about what you do and why it matters. Session consists of an interactive presentation and discussion on interpreting technical material using examples and analogies to illuminate unfamiliar concepts to your audience. The plenary will address problems and solutions in public interactions as well as peer-to-peer communication. Participants will practice clarity in speaking to non-scientists about their work and may be actively engaged in improvisation exercises or explaining scientific material to lay people.

## **Improvisation for Scientists**

Improvisation for Scientists is a workshop pioneered by science advocate, Alan Alda. Participants will take part in improvisational theater exercises aimed at helping them connect more directly and spontaneously with different audiences. This is not about turning scientists into actors or comedians, but about helping the participant recognize and engage with the audience on a level where the message of the scientist can land effectively with the listener. These games require participants to pay close, dynamic attention to others and emphasize the two-way nature of communication: What is received counts more than what is said. Through the course of training, participants will investigate body language, listen with more awareness, and respond with greater sensitivity.

## **Distilling Your Message**

The combination of an interactive plenary and small group break-out workshops helps participants learn to speak clearly and vividly about their work and why it matters, in terms non-scientists can understand. Participants will practice finding common ground, speaking at different levels of complexity for different audiences, and answering questions about their work. The plenary will address problems and solutions in public interactions as well as peer-to-peer communication.

## **Media Interview Skills**

We'll practice doing a television interview, including using Improvisation skills to prepare and answering questions clearly, crisply, and very briefly. This is a challenging form of Distilling Your Message. The interviews will be recorded on video and participants will be able to download their interview later and use it as they wish.