

FALL 2016 SUSTAINABLE SCIENCE COMMUNICATION WORKSHOP

How to Tell Your Research Story in the Digital Media World: *Applying journalistic principles to communicate your science effectively*

Do you have research you'd like to share beyond academia and want to learn how? Come to the Fall 2016 Sustainable Science Communication Workshop to learn how to communicate your science to a broad audience!

WHEN: Wednesday, November 9th, 4:00 - 6:00 pm AND
Tuesday, November 15th, 4:00 - 6:00 pm

WHERE: Bren Hall, 1424 (<http://www.aw.id.ucsb.edu/maps/ucsbmap.html>)

SPACE IS LIMITED – PLEASE SIGN-UP IN ADVANCE!

<http://sustech.ucsb.edu/conferences/2016-fall-sustainable-science-communication-workshop>

Free & open to all students; refreshments & snacks provided

Registration Deadline: Wednesday, November 2nd, 2016, 5:00 pm

Approach: This two-part workshop will help you apply journalistic principles and storytelling techniques to the natural and environmental sciences and engineering. These skills will help you communicate your scientific research story to a wider audience in an engaging, compelling, and clear way. The workshop will also review “best practices” for effectively adapting your story for digital media (e.g., podcasts, blogs, social media, online magazines).

Format: Please plan to attend both sessions; there will be a short assignment & readings (you'll receive this information when registration closes.)

- **PART 1** provides a general overview of communicating science to non-expert audiences. We will review the fundamentals of good storytelling from a journalistic perspective, and discuss and characterize the new media environment. Please prepare 2-3 science story ideas to share. You will receive constructive feedback and learn how one idea might be developed as a full story.
- **PART 2** continues the discussion of good storytelling techniques, and you will re-pitch your story after having had a week to develop it further. Discussion will focus on how to adapt these stories for different media platforms and distribution approaches. You will build on this feedback to draft and share a brief story for a digital media platform of your choice.



Instructor: Tim Owens, a veteran broadcaster, has spent over 21 years with National Public Radio in San Francisco and Washington, DC, first as a reporter and later as an executive producer of cultural programming. He spent eight years as the Director of Programming for WETA-FM, the DC area's classical and NPR News station. During that period, he was involved in the start-up of the Public Radio Program Directors Association, serving as Board Member and Treasurer. Later in his career, Tim co-created, produced and edited a weekly magazine show for American Public Media that aired for six years. His programs for NPR, APM and WETA have garnered numerous awards, including a two Peabody's (radio's most distinguished honor), five New York Festival “Gold” Medals, and a Gabriel. Tim currently teaches “Writing for Broadcast & New Media” at Antioch University Santa Barbara.

Sponsors: The Mellichamp Academic Initiative in Sustainability (<http://sustech.ucsb.edu/>), The Rupe Chair in Social Effects of Mass Communication (<http://www.comm.ucsb.edu/news/annual/arthur-n-rupe>), the Bren School of Environmental Science and Management (<http://www.bren.ucsb.edu>)