



Science in the Community: Tools and Techniques

Easy On-line REGISTRATION

www.waquoitbayreserve.org

Target Audience: scientists, researchers, science educators, graduate students

Agenda:

9:00 - 10:30

Communications Considerations

Pros and cons of information delivery techniques

10:45 - 12:15

Brain Food

How others have repackaged scientific information into public communications/outreach efforts

12:15 - 1:00

Lunch (provided)

1:00 - 2:30

Soup to Nuts

Planning and budgeting a communications effort. Tips for developing outreach sections of grant proposals and connecting science to end-users.

Cost: No charge for scientists, researchers, science educators or graduate students.

\$25.00 all others (includes lunch & materials)

Please make checks payable to:

CPWB

Attn: Science in the Community
P.O. Box 3092, Waquoit, MA 02536

For additional information please contact Tonna-Marie Rogers at 508-457-0495 x110 or tonna-marie.surgeon-rogers@state.ma.us

THE WAQUOIT BAY RESERVE COASTAL TRAINING PROGRAM AND THE WOODS HOLE SEA GRANT PROGRAM ARE OFFERING THIS WORKSHOP DESIGNED TO SHOW YOU HOW TO MAKE A *SPLASH* WITH COMMUNICATING SCIENCE TO THE PUBLIC!

Wednesday, June 22, 2011
Woods Hole Oceanographic Institution
Quissett Campus, Carriage House
9:00 a.m to 2:30 p.m.

A survey by the National Science Foundation reveals that 90% of Americans report being very interested in new scientific discoveries and innovations but only 15% feel well informed about the science that happens around them. Part of what is needed to close this gap is better communication and translation of the great science being done by researchers to public audiences. In addition, organizations that fund scientific research are increasingly looking to connect how the science they fund will benefit the wider community.

This workshop is designed to:

- equip the scientific community with tools and techniques to communicate science to target audiences with greater precision and impact, and
- provide scientists and educators with information that can be used to develop more creative outreach efforts and broader impacts components of research studies.

Relearn the language that everyday citizens use and become more successful at enlightening the uninformed and persuading the undecided to take a stand or take action on behalf of our coasts and oceans. Hear what funding agencies are trending toward when it comes to putting science to work in the public realm. Receive communication and planning tips that could potentially give your research proposals and outreach efforts an edge in a tight funding climate.

Instructor Eric Eckl—Eric founded Water Words That Work, LLC and has more than 15 years experience planning and carrying out issue advocacy, fundraising, and behavior change campaigns. He is a sought-after speaker for environmental, marketing, and technology conferences. Eric has appeared on CNN, been quoted in the New York Times and sits on the editorial committee for the Center for Watershed Protection. Currently, he serves on the board of directors for the Green Media Toolshed.

