An Unparalleled Professional Development Opportunity

The success of virtually every scientific or engineering endeavor—from working with colleagues to reporting results, securing funding, developing partnerships, and, most importantly, conveying the value of the enterprise to essential stakeholders—hinges on an ability to communicate effectively. Yet, many college curricula and professional development programs totally overlook or significantly underplay this crucial skill. Consequently, most scientists and engineers have had virtually zero meaningful training in how to clearly, concisely, and convincingly express the importance of their work to key internal and external audiences.

The NSF/EPSCoR *Science: Becoming the Messenger* communications workshop bridges this critical capability gap. Each workshop spans two full days—a one-day session designed for approximately 150 attendees that provides participants with a comprehensive, hands-on introduction to the strategies and tools communications professionals deploy in crafting and disseminating messages, and a more intensive, intimate second day for 15-20 hand-picked registrants that provides one-on-one coaching and mentoring in more advanced techniques for creating and delivering effective science- and engineering-based messages.

Here is just a sampling of the topics covered:

- Why communicating science has taken on new importance;
- The power of communications;
- What makes clear communication so challenging;
- The communications model;
- Why most communications efforts fail;
- How to overcome resistance and outflank opposition;
- How to stay on track and get back to the message when things go awry;
- The secret to getting quoted;
- How to make a PowerPoint into a powerhouse;
- Using new media to convey messages;
- Communicating messages through video; and
- Much, much more.

Proven at universities and research centers across the U.S. and its territories, and presented to rave reviews, the *Science: Becoming the Messenger* workshop already has equipped more than 1,000 scientists, engineers, technologists and researchers with the tools and training they need to develop and refine their communications skills—skills they’re using to advance their work and signal the value of science and engineering to success-critical publics.

The workshop has been crafted and is led by three acknowledged communications experts:

- **Dan Agan** is president of Panthera Group LLC, a marketing, communications and media consultancy. For more than 30 years, he has swayed audiences by crafting and delivering communications that influence thinking, change attitudes, and affect behavior. Formerly, he served in executive management roles for a broadcast television network and publicly-traded software companies, and was a contributing author for the book, *Broadcast Advertising and Promotion*. He has written award-winning ad copy; amassed countless hours as a TV host; testified before Congress; produced and directed TV programs; conducted dozens of press conferences; created and delivered untold numbers of speeches, keynote addresses, and presentations; lectured at leading universities; led workshops and symposia; and counseled hundreds of professionals on how to communicate more strategically and effectively.

- **Chris Mooney** is a bestselling science journalist and commentator, a host of the *Point of Inquiry* podcasts, and the author of three books, most recently *Unscientific America: How Scientific Illiteracy Threatens Our Future* (co-authored by Sheril Kirshenbaum). In the past, he has been a visiting associate in the Center for Collaborative History at Princeton University, a Knight Science Journalism Fellow at MIT, and a Templeton- Cambridge Fellow in Science and Religion. Mooney has appeared on *The Daily Show with Jon Stewart*, *The Colbert Report*, MSNBC’s *Morning Joe*, CSPAN’s *Book TV*, and NPR’s *Fresh Air with Terry Gross* and *Science Friday*.

- **Joe Schreiber** is president of Mattmar Productions, and helped launch and produce NBC’s *George Michael Sports Machine*. The program aired for 23 years, making it the longest running locally-produced, nationally-syndicated sports show in television history. As field producer, and later senior producer, Schreiber traveled the world, cultivating relationships in the fields of television, film, digital media, public relations, marketing, sports and entertainment. Schreiber earned 11 Emmy® awards and was inducted into the Class 2008 Greater Washington DC Jewish Sports Hall of Fame.