

**Science: Becoming the Messenger**

*A communications skill-building workshop brought to you*

*by the National Science Foundation*

***For a small group of ambitious researchers specially selected to participate for a second day***

**The Erickson Alumni Center**

**West Virginia University, Morgantown**

**October 12, 2011 …….DRAFT AGENDA…….**

7:30 – 8:00 **Breakfast**

8:00 – 8:45 **Introduce Self & Message in 60 seconds**

**Lingering Questions from Day One**

8:45 – 10:00 **Media Boot Camp**

10:00 – 10:15 **Break**

10:15 – 10:30 **Planning for your Interview, Presentation, and the Press Conference**

10:30 – 12:00 **Preparing for your Presentation Using the Hitchhiker’s System**

**Interview each Participant on Video**

**Review individually with Joe Schreiber**

12:00 – 12:45 **Working Lunch**

12:45 – 1:30 **Practice your Presentation for Press Conference**

1:30 – 1:45 **Setting the Stage for Press Conference**

1:45 –3:00 **Press Conference**

3:00 – 3:15 **Break**

3:15 – 4:30 **Press Conference (continues)**

4:30 – 4:45 **Wrap Up**

4:45 – 5:00 **Complete Evaluation Forms**

**Presentation of Certificates**