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**Science: Becoming the Messenger**

*A communications skill-building workshop brought to you by the National Science Foundation*

**Baton Rouge Marriott, 5500 Hilton Avenue, Baton Rouge, LA**

**November 17, 2011**

7:30 a.m. **Breakfast and registration**

8:00 - 8:15 **Opening remarks**

* Susan Mason, NSF

8:15 - 8:45 **The Workshop “Morning Show”** Chris Mooney

8:45 - 9:00 **The State of Science** Chris Mooney

9:00 – 10:00 **Creating & Distilling Your Message**

* Dan Agan
* Chris Mooney
* Joe Schreiber

10:00 – 10:15 **Break**

10:15 – 12:00 **Creating & Distilling Your Message (continued)**

12:00 – 1:00 **Lunch**

1:00 – 3:00 **A Hitchhiker’s Guide to Public Presentations**

* Dan Agan

**From Triangle to Twitter**

* Chris Mooney

**From Message to Movie**

* Joe Schreiber

3:00 – 3:15 **Break**

**November 17, 2011** (continued)

3:15 – 4:15 **Information Partners Breakout Session – for all Public Information Officers – Lisa-Joy Zgorski**

3:15 – 4:15 **Concurrent Breakout Sessions #1**

* **I Am New Media (And So Can You!) – Chris Mooney** (laptop required)
* **Video Boot Camp: Tell Your Story on Camera – Joe Schreiber** (laptop required)

4:30 – 5:30 **Concurrent Breakout Sessions #2**

* **I Am New Media (And So Can You!) - Chris Mooney** (laptop required)
* **Video Boot Camp: Tell Your Story on Camera – Joe Schreiber** (laptop required)

5:30 – 5:45 **The Workshop “Morning Show” – Revisited**

* Chris Mooney

5:45 – 6:00 **Complete Evaluation Forms**

**Presentation of Certificates**