

Workshop 1C/D
Improving Public Communication

Friday, April 13
10 am – 12 noon
East Conference Room, 4th floor Rackham

Lead Organizers

Daniel Steinberg, Education and Outreach Director, Princeton Center for Complex Materials (PCCM)

Shannon Swilley, Education Outreach Assistant, Princeton Center for Complex Materials (PCCM)

Bob de Groot, Educational Outreach Director, CSEM, and, K-12 and Informal Education Program Manager, Southern California Earthquake Center, a NSF/USGS Center University of Southern California

Agenda, Session 1C/D

10:00-10:10 AM – Introduction

10:10-10:50 AM – Nancy Blount, Marvin Coyner – ACS – Press and Public Relations

10:55-11:35 AM – Rita Tavilla – Harvard University – Images and Meaning

11:40-11:50 AM – Shannon Swilley – Princeton University – Web Communication

11:50-12:00 AM – Questions

Session Abstract, Improving Public Communication

In session 1C/D, expert panelists will discuss improving communication skills to address multiple audiences. Topics to be covered will include working with public relations professionals, media reporters and writers; using images, text, and technology to effectively communicate through research highlights, web pages, and press releases. Panelists will include Nancy Blount and Marvin Coyner from the American Chemical Society's Office of Communications discussing press and public relations. Rita Tavilla of Harvard University's Initiative for Innovative Computing will expound upon the use of compelling images in communication. Shannon Swilley, webmaster for Princeton Center for Complex Materials, will discuss communicating your ideas through the internet.

Speakers

Nancy Blount, Head, Department of News and Information, American Chemical Society

Marvin Coyner, Department of News and Information, American Chemical Society

Abstract

The Who, What and Why of Communicating with the Public — Public support is essential to research. To build support, it's vital that we communicate the relevancy and importance of the research to a wide variety of audiences, which can include students, teachers, parents, business leaders, policy makers, legislators, or simply society-at-large. Knowing how to reach these audiences with targeted and understandable

messages is critical to successful communications. This presentation will discuss target audiences, working with the mass media and desired outcomes of your communication efforts.

Rita Tavilla, Director of Administration and Operations, Harvard University Initiative in Innovative Computing

Abstract

Picturing the Message. So many of us work in environments that are thick with technical facts, budgets and just plain high end science to which the average person just isn't exposed. How do you make the science accessible? How do you help with the non-scientific professional communicate the research mission of an organization. These are questions and challenges that we non-scientific types encounter on a day-to-day basis. Sometimes words get in the way, and visuals are the key to communicating your message. I'll present print and video projects that have been successful and present other visuals and talk about what's being communicated and why and to whom.