

Workshop 2C/D

Improving Public Communication

Friday, April 13

1 – 3 pm

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 2C/D

1:00-1:15 PM – Recap/Introduction

1:15-1:45 PM – Mary Poats – NSF Representative – Research Highlights

1:50-2:10 PM – Questions

2:10-2:50 PM – Advising Session with Panel and Submitted Highlights¹

2:50-3:00 PM – Wrap Up

Session Abstract

In session 2C/D, Mary Poats, Program Manager for Engineering Education and Human Resource Development at the National Science Foundation, will provide pointers on writing an effective research highlight. All the expert panelists from session 1C/D will join this session to advise participants on improving research highlights, compelling images, communications with the press and public and web communication. The second half of the session will be an interactive advising workshop between the participants and expert panelist. Participants will review submitted sample highlights, images or web pages with the help of our panelists.

Speakers

Mary Poats, National Science Foundation
EEC Program Manager; ERC Program Manager (ERC Pre-College Education)

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

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

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

¹ For advising session, people should bring images or research/education highlights to discuss.