

Communicating LTER Science Working Groups for the LTER All Scientists Meeting 2012 at Estes Park CO

Agenda:

Working Group Session 1: Communicating LTER Science Part I: September 10, 2012 Room assignment: Ruesch Auditorium- Sweet (50) from 1330 to 1530

1:30 Introduction of organizers, purpose of working group sessions 1 and 2, agenda, and products (Dailey, Nation, Neill)

1:40 Introduction of invited panel of science communicators (Dailey, Neill)

1:45 Presentations by invited science communicators – (5 minutes each) on best practices in communicating science to public information officers, journalists, or decision makers (Dybas, Lambert, Moran)

2:00 Questions for panelists and discussion (Group)

2:15 Presentations by panelists – (5 minutes each) on descriptions of what each target audience is looking for in either discovery or general interest news releases, or in issue/policy briefs (Dybas, Lambert, Moran)

2:30: Questions for science communicators and discussion (Group)

2:45 Break

2:50 Group breakout and brainstorming: Participants break into groups and develop prepared site news story ideas or draft issue briefs with the help of invited science communicators (Group)

3:10 Group site news story reports and observations from science communicators (Dybas, Lambert, Moran)

3:25 Working group Part I Closure and assignments for Working group II (Dailey)

Working Group Session 5: Communicating LTER Science Part II: September 12, 2012 Room assignment: Ruesch Auditorium- Sweet (50) from 1000 to 1200

10:00 Introduction for Part II (Dailey, Nation, Neill)

10:05 Comments from invited science communicators about news stories and issue briefs pitched thus far- strengths and weaknesses (Dybas, Lambert, Moran)

10:20: Questions for panelists/ discussion (Group)

10:25: Group breakout and brain-storming: Participants break into groups and develop prepared site news stories and issue briefs with the help of invited science communicators (Group)

10:45: Group site news story and issue briefs reports and observations from science communicators (Dybas, Lambert, Moran)

11:00 Break

11:05 Questions and discussions for panelists from group breakout I (Group)

11:20 Synopses and synergies: Groups work news story and issue brief pitches and swap story ideas between breakout groups- with the help of invited science communicators (Group)

11:40: Groups report synergistic news stories and issue briefs (group leaders)

11:50 Comments from communicators (Dybas, Lambert, Moran)

11:55 Working group wrap/closure and adjournment