

SCIENCE & THE MEDIA

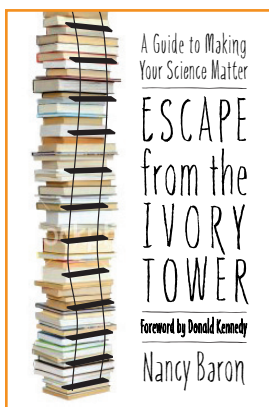
OPPORTUNITIES AND CHALLENGES IN A RAPIDLY CHANGING WORLD



MONDAY MAY 23, 2011

Why do the cultures of science and journalism sometimes clash? How can researchers do a better job of sharing their work with the wider world? Join us for a one-day COMPASS workshop to explore these critical questions.

This training will help graduate students, postdocs, and faculty learn how to transform complex research results into clear, compelling messages. We will combine lecture, discussion, and individual coaching with one-on-one interaction with local journalists.



This training is based on the programs COMPASS has created for the prestigious Aldo Leopold Leadership Program. It features material from our book, *Escape from the Ivory Tower: A guide for making your science matter*.

RSVP or MORE DETAILS
Shellie Bench
shellieb@gmail.com

We will be joined by three outstanding journalists:

Adam Rogers

Senior editor of WIRED Magazine

Lauren Sommers

Associate Media Producer of KQED Radio

Robert Irion

Director of UCSC Science Writing Program

The workshop will be led by Liz Neeley, Assistant Director of Science Outreach for COMPASS (The Communication Partnership for Science and the Sea).

COMPASS
COMMUNICATION PARTNERSHIP
for SCIENCE and the SEA

