

MEDIA/MESSAGE TRAINING: HANDS-ON INTERVIEW SKILLS AND PRACTICE

December 1, 2017 from 9 a.m. to 1 p.m.

LOCATION TBA



Mistrust. Doubt. Fake news.

A greater understanding of science by the public is needed more than ever to help societies understand and act in a chaotic world. At the same time, science has become increasingly compartmentalized. This complexity has made it increasingly difficult for scientists to clearly and convincingly explain what they do and how they do it, which can leave us swirling in jargon and technicalities. Workshop participants will hear about today's media landscape, learn tips and tools to deliver effective interviews and enhance their skills with on-camera practice.

Registration for this workshop is full.

Presented by UC San Diego's Research Communications Program, a joint effort of the Division of Physical Sciences, Division of Biological Sciences and Department of Theatre and Dance, funded by a grant from the Gordon and Betty Moore Foundation.