



U.S. Fish & Wildlife Service

# National Conservation Training Center

## *Training Announcement*

### Communicating Science – Distilling Your Message

CLM8204

#### Course Description

The course goal is to help participants learn to communicate more effectively about science with people outside their field, including the general public, policy makers, the media, or funders and prospective collaborators in other disciplines. Through discussion and practice, the course will first focus on fundamental skills—knowing your audience, connecting with your audience, and speaking clearly and conversationally about your work and why it matters. Then students will work on applying these skills productively in challenging settings.

Participants will take part in improvisational theater exercises aimed at helping them connect more directly and spontaneously with different audiences. This is not about turning scientists into actors or comedians, but about helping the participant recognize and engage with the audience on a level where the message of the scientist can land effectively with the listener.

The combination of an interactive plenary and small group work will help participants learn to speak clearly and vividly about their work and why it matters, in terms non-scientists can understand. Participants will practice finding common ground, speaking at different levels of complexity for different audiences, and answering questions about their work. Students will practice doing a television interview, including using improvisation skills to prepare and answering questions clearly, crisply, and very briefly.



#### Objectives

Upon completion of this course, you will be able to:

- Increase your ability to understand and connect with an audience.
- Improve your ability to speak about your work in a variety of situations.
- Take part in improvisational theater exercises aimed at helping you connect more directly and spontaneously with different audiences.

The instructors for this course are from the Alan Alda Center for Communicating Science at Stony Brook University.

#### Date

April 29 – April 30, 2015

Registration Cut-Off Date: March 2, 2015

#### Location

NCTC, Shepherdstown, WV

#### Who Should Attend

Biologists, project leaders, and others who communicate the work of the Fish and Wildlife Service to a variety of audiences. Open to FWS only.

#### Length

2 days

#### College Credit

1 credit

#### Tuition

Tuition for FWS is prepaid.

#### To Register

Register online at <http://training.fws.gov> using DOILearn, the Department of the Interior's Learning Management System.

#### Availability

Course is offered at least once per fiscal year.

#### Contact

For registration questions:

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For course content questions:

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*“It is astonishing the level of self-awareness one achieves in a short amount of time during the Improv sessions. It then is even more remarkable how that then impacts how one relates to the audience even for someone like myself who has been giving scientific presentations for decades.”*

- James J. Manfredi, Professor,  
Department of Oncological  
Sciences, Mount Sinai School of  
Medicine