

SAVE THE DATE!



SCIENCE: BECOMING THE MESSENGER

Communicating Science to a Non-Technical Audience



The National Science Foundation
Office of Legislative & Public Affairs

and Louisiana EPSCoR invite you to attend:



November 17, 2011

7:30 a.m. - 6:00 p.m.

Reception 6:00 - 7:00 p.m.

Baton Rouge Marriott

5500 Hilton Ave.
Baton Rouge, LA 70808
(225) 924-5000

Registration:

Advanced registration is required.
NSF online registration link TBA.

Who should attend:

Researchers	Faculty & Postdocs	Students
Public Relations Officers	College Communicators	

Training Areas:

Making presentations	Crafting your message
Engaging the media and public	Defining your audience
New media skills	Live interviewing

Session Goals:

Strengthen your ability to communicate more effectively with non-technical audiences.

Share knowledge and findings across an increasingly challenging information environment.

PRESENTERS

Chris Mooney is a bestselling science journalist, commentator and the author of three books, most recently *Unscientific America: How Scientific Illiteracy Threatens Our Future*. Many of his articles have been selected for Best American Science Writing 2010.



Dan Agan is President of Panthera Group, LLC, a marketing communications firm specializing in media-oriented marketing and communications programs that inform, inspire and influence mission-critical public.

Joe Schreiber is President of Mattmar Productions and helped launch NBC's *George Michael Sports Machine*. Schreiber earned 11 Emmy awards and was inducted into the Class of 2008 Greater Washington DC Jewish Sports Hall of Fame.

