



Jan. 26 & 27, 2017
Oregon Museum of Science and Industry
Portland, OR
www.ScienceTalkNW.org

Schedule of Events

Thursday, January 26

8:00 - 9:00 a.m.

Registration

Session 1: Nuts & Bolts of Communication Skills

(Chair: Allison Coffin)

9:00 - 9:15 a.m.

Conference Welcome Address

Suzanne Bonamici, United States Representative, 1st District of Oregon

Introduction of Organizing Committee

Allison Coffin, Washington State University Vancouver

Janine Castro, U.S. Fish and Wildlife Service

9:15 - 9:45 a.m.

Primer on Oral Presentation Skills

Allison Coffin, Washington State University Vancouver

Janine Castro, U.S. Fish and Wildlife Service

9:45 - 10:30 a.m.

Improv Theater and Distilling Your Message: Tools from the Alda Center

Theresa May, University of Oregon

Lewis Taylor, University of Oregon

Molly Blancett, University of Oregon

10:30 - 10:55 a.m.

Coffee Break

10:55 - 11:40 a.m.

Fight the Power(Point)!: How to Become a Presentation Superstar

Todd Reubold, Ensia and University of Minnesota

11:40 - 12:10 p.m.

Advice for Talking Science to Normal People

Steven Sobieszczyk, U.S. Geological Survey

12:15 - 12:45 p.m.

Lunch in the Foyer

12:45 - 1:45 p.m.

KEYNOTE: The Power of Procrastination/The Science Gap

Jorge Cham, PhD Comics

Session 2: Science Communication & Policy (Chair: Reena Clements)

2:00 - 3:00 p.m.

Science and Policy Panel

(Moderator: Chris Logan)

*Jackie Dingfelder, former Oregon State Senator
Benjamin Hoffman, Oregon Health and Science University
Mark Lewis, STEM Education Policy Director, State of Oregon*

3:00 - 3:30 p.m.

The Science Coalition and Communicating Science to Funders

Glynda Becker, Science Coalition and Washington State University Government Relations

3:30 - 3:40 p.m.

Group Photo

3:40 - 4:00 p.m.

Coffee Break

Session 3: Science Communication Success Stories (Chair: Teresa Wolfe)

4:00 - 4:45 p.m.

KEYNOTE: This Week in Science

Kiki Sanford, This Week in Science and Broader Impacts

4:45 - 5:00 p.m.

Visual Storytelling: Telling Science Stories with Pictures, Video, Animation, and Motion Graphics

MacGregor Campbell, Freelance visual journalist

5:00 - 5:15 p.m.

Training Informal Science Communication in a Chemistry Research Center: The Sustainable Nano Blog

Miriam Krause, The Center for Sustainable Nanotechnology and the University of Minnesota

5:15 - 5:30 p.m.

360 Degree SPICE: Two Perspectives on Science Outreach Program for Girls

Morgan Vauk, Science Program to Inspire Creativity and Excellence (SPICE), University of Oregon

5:30 - 5:45 p.m.

Engage: Training a New Generation of Science Communicators

Robin McLachlan, School of Oceanography, University of Washington

5:45 - 6:00 p.m.

Better Communication Through Interdisciplinary Collaboration

Daryn Blanc-Goldhammer, Department of Psychology, University of Oregon

6:00 - 6:15 p.m.

Lessons from the Trenches: Nuts & Bolts of Running a Successful Outreach Program

Brandy Todd, Science Program to Inspire Creativity and Excellence (SPICE), University of Oregon

Friday, January 27

Session 4: Traditional and New Media Opportunities (Chair: Elly Vandegrift)

9:00 - 10:00 a.m. **Working with the Media Panel** (Moderator: Steven Sobieszczyk)

Keely Chalmers, KGW-TV
Kathy Grant, Oregon Health and Science University
Ed Jahn, Oregon Public Broadcasting

10:00 - 10:40 a.m. **Blogging and New Online Media Opportunities**
Paige Brown Jarreau, Louisiana State University

10:40 - 11:00 a.m. Coffee Break

11:00 - 11:20 a.m. **How Teenagers Really Use Social Media**
Erik Johnson, Camas High School, Camas, Washington

11:20 - 11:50 a.m. **Science, Social Media, and Kids**
Rachel Webber, Ask Dr. Universe, Washington State University

12:00 - 12:30 p.m. Lunch in the Foyer

12:30 - 1:30 p.m. **KEYNOTE: So You Want to Change the World?**
Nancy Baron, COMPASS

Session 5: Informal Science Education (Chair: Steven Sobieszczyk)

1:45 - 2:15 p.m. **Best Practices in Informal Science Education**
Martin Storksdieck, College of Education, Oregon State University

2:15 - 2:40 p.m. **Portal to the Public and Informal Science Learning**
Lauren Moreno, Oregon Museum of Science and Industry

2:45 - 3:10 p.m. **Informal Science Learning: Science on Tap**
Amanda Thomas, Via Productions and Science on Tap

3:10 - 3:30 p.m. Coffee Break

Afternoon Track for Conference Attendees

(Chair: Janine Castro)

3:30 - 4:30 p.m.

WORKSHOP: Informal Science for STEM Professionals

*Lauren Moreno, Oregon Museum of Science and Industry
Amanda Fisher, Oregon Museum of Science and Industry*

4:30 - 5:30 p.m.

Crafting the Future of Science Talk NW

*Janine Castro, U.S. Fish and Wildlife Service
Steve Sobieszczyk, U.S. Geological Survey*

Afternoon Track for Speaking Contestants (Alt.)

(Chair: Allison

Coffin and Elena Mahrt)

3:30 - 5:30 p.m.

Science Communication Competition: Preliminaries

Select Trainees

Science Communication Contest & Reception

(Chair:

Kiki Sanford)

5:30 - 6:30 p.m.

Reception

6:30 - 7:30 p.m.

Science Communication Competition: Finals

Open to the Public

Biographies

Opening Remarks

Congresswoman Suzanne Bonamici represents the First Congressional District of Oregon, which includes Washington, Yamhill,



Clatsop, and Columbia counties as well as part of Multnomah County. She has been in Congress since 2012. Rep. Bonamini is a member of the Committee on Education and the Workforce in Congress, and served a lead role in the passage of the bipartisan Every Student Succeeds Act (ESSA), which replaced No Child Left Behind. She is the founder and co-chair of the bipartisan Congressional STEAM Caucus, which aims to encourage innovation and creative thinking by integrating arts and design with Science, Technology, Engineering, and Math education. She is a member of the Committee on Science, Space, and Technology, and she is the top Democratic member on the Subcommittee on the Environment. Rep. Bonamici attended Lane Community College, then received bachelor's and law degrees at the University of Oregon.

Keynote Speakers

Nancy Baron is the Outreach Director of the Communications Partnership for Science and the Sea, known as



COMPASS. She designed and leads the communications trainings for the Aldo Leopold Leadership Program. She and her COMPASS team offer a wide range of workshops for academic scientists, as well as scientists who work for government and non-governmental organizations in North America and abroad. Her experience as both a biologist for Canadian National Parks and as a science writer inspired her to help bridge the gaps among scientists, journalists, and policymakers. Baron has won numerous science writing awards including National Magazine, Science and Society, and Western Magazine awards in Canada. An ardent naturalist, Baron has led natural history expeditions around the world. She wrote the popular introductory field guide, *Birds of the Pacific Northwest* (Lone Pine Publishing, 1997), as a way to help people engage with the natural world. Nancy is based at the National Center for Ecological Analysis and Synthesis (NCEAS) in Santa Barbara.

Jorge Cham is the creator of "PHD Comics," the ongoing comic strip about life (or the lack thereof) in Academia. In



addition to the ongoing web version of PHD Comics, he has published five book collections of his comics and produced two movies based on the comic strip characters. He is also the co-founder of PHDtv, a video science and discovery outreach collaborative, and a founding board member of Endeavor College Prep, a non-profit school for kids in East L.A. He earned his Ph.D. in Robotics from Stanford University and was an Instructor and Research Associate at Caltech from 2003-2005. He is originally from Panama.

Kristen "Kiki" Sanford is a science communicator with a PhD in molecular, cellular and integrative physiology. Her



work has included multiple audio and video programs, including the "This Week in Science" radio program and podcast and "Dr. Kiki's Science Hour." Sanford has produced and hosted various segments for The Science Channel's science program Brink. In February 2015, she launched "Broader Impacts," a new video production and social media outreach company to help researchers and other scientists communicate better.

Featured Speakers

Paige Brown Jarreau is a bio/nanotechnology scientist turned communicator. She works at the Louisiana State University Manship School of Mass Communication, where she studies science blogging and science communication generally as it plays out in new media environments.

Todd Reubold is director of communications for the Institute on the Environment at the University of Minnesota. He leads communications and presentations workshops as part of the Institute's Boreas Leadership Program and has delivered presentation workshops to organizations and professional associations around the country. He's also the publisher of *Ensia* – the Institute's award-winning print and online magazine showcasing solutions to Earth's biggest environmental challenges.

Martin Storksdieck is the Director of the Center for Research on Lifelong STEM Learning at Oregon State University. He formerly served as the Director of the Board on Science Education (BOSE) at the National Research Council of the National Academy of Sciences. As the BOSE Director, he oversaw studies that address a range of issues related to science education and science learning, and provided evidence-based advice to decision-makers in policy, academia, and educational practice.

Rachel Webber is a science writer and the creative mind behind behind Ask Dr. Universe, a science-education project based out of Washington State University and University Communications. Dr. Universe tackles kid's big questions, like why do cats get hairballs? And why are lasers so fascinating? Explore fun kid science questions and answers from experts at <http://askDrUniverse.wsu.edu>.

Featured Panelists: Science and Policy

Jackie Dingfelder brings 30 years of environmental planning and policy experience in the private, non-profit, and public sectors. She is currently a public policy doctoral student at Portland State University in the Hatfield School of Government. She recently returned from New Zealand where she served as a 2016 Ian Axford/Fulbright public policy fellow and researched freshwater reforms and indigenous rights and interests. Prior to departing for New Zealand, Ms. Dingfelder was the Environmental and Planning Policy Director for former Portland Mayor Charlie Hales. Before joining Mayor Hales' staff, Ms. Dingfelder served as Executive Director for River Restoration Northwest, Watershed Program Manager at For the Sake of the Salmon, and as an environmental planning consultant in private sector for over a decade. In addition to her professional career, Ms. Dingfelder served in elected public office from 2001-2013 in both the Oregon House and Senate where she chaired the House Energy and Environment Committee and the Senate Environment and Natural Resources Committee. During her tenure, she also served on Senate Judiciary, Ways and Means, and Consumer Protection along with the House Transportation, Agriculture and Natural Resources, Audits, and Water Committees. Ms. Dingfelder has a Master's Degree in Regional Planning with an emphasis on Water Resources Management from the University of North Carolina, Chapel Hill, and a Bachelor's Degree in Geography-Ecosystems Management from the University of California, Los Angeles.

Benjamin Hoffman is a semi-native of New Mexico. He majored in Anthropology at the University of California at Berkeley, and attended Harvard Medical School. He completed residency training and a year as Chief Resident at Seattle Children's Hospital. Following training, he and his wife, Jane, also a pediatrician, spent four years on the Navajo Nation with the Indian Health Service, where he worked with the community to develop a child passenger safety program. He has been certified as a CPS technician since 1997 and an instructor since 2001, the only practicing pediatrician so certified. From 2000-2011, he was at the University of New Mexico, where he was director of the pediatric residency program, developed and ran a community advocacy training program for pediatric residents, and worked to draft and advocate for childhood injury prevention legislation. Ben is a nationally recognized expert in child passenger safety, and leader in the field of community health and advocacy training for pediatric residents. He practices and teaches in Portland, where he is very active in community advocacy. Ben and Jane are most proud of their three hilarious kids, although technically, two of them are adults.

Mark Lewis is the Science, Technology, Engineering, and Math (STEM) and Career and Technical Education (CTE) Policy Director for Oregon's Chief Education Office. Mark oversees policy development and the work of the state's STEM Investment Council. He also monitors and guides the effective implementation of a \$12.5 million portfolio of STEM investments in the P-20 educational ecosystem to transform the lives and prosperity of individuals and communities across the state. With an undergraduate degree from Caltech and a Master's Degree in Education, he brings more than 25 years of experience in STEM — from his first career as a satellite engineer, to teaching high school science and mathematics, to leading professional development and strategic planning initiatives with hundreds of teachers and administrators in Washington state. Additional professional experiences include senior university administration, as well as more than 10 years with the Peace Corps leading community development programs in the South Pacific and the Middle East. A lifelong educator, tinkerer, and advocate for youth, Mark is driven by a passion for the critical role that education has in shaping the lives and prosperity of individuals and communities.

Featured Panelists: Working with the Media

Keely Chalmers is a reporter for KGW, Portland's NBC affiliate. She has been at KGW since 2003 and is an award-winning environmental reporter. Passionate about the outdoors, its wildlife and all that impacts them, Keely says reporting on environmental stories here in the Pacific Northwest is the perfect fit. Keely has earned numerous awards for her work, including a Northwest Regional Emmy in 2011. Keely received her Certificate of Broadcast Meteorology from Mississippi State University. Prior to coming to KGW, Keely worked as a reporter at KOAT in Albuquerque. Before that, she was an anchor and reporter at KSFY in Sioux Falls, SD, and KGWC in Casper, Wyo. A native of Denver, Keely received her B.A. in English from the University of California at Santa Barbara.

Kathleen Grant, Ph.D., is a professor and Head of the Division of Neuroscience at the Oregon National Primate Research Center. She is also a professor in the Department of Behavioral Neurosciences at OHSU. She earned her Ph.D. in Psychology from the University of Washington in 1984. Dr. Grant is a leading investigator of the behavioral pharmacology of alcohol abuse and alcoholism. Dr. Grant directs the consortium on the Integrative Neuroscience Initiative on Stress and Alcoholism funded by NIH and has served on the National Advisory Council for the National Institute on Alcohol Abuse and Alcoholism. She moved to OHSU in 2005 to be jointly appointed in the Department of Behavioral Neuroscience and the ONPRC. In 2011, she became Division Head of Neuroscience.

Ed Jahn is a 15-time EMMY winning Senior Producer for Oregon Field Guide and Oregon Public Broadcasting with over 20-years of experience covering science, outdoor and environmental issues for television, radio and film. He is the winner of the prestigious DuPont-Columbia Award for Journalism, the national Edward R. Murrow Award and two Society of Environmental Journalists Awards for Reporting on the Environment, among others. His most recent project was the OPB Cascadia Earthquake project, "Unprepared," which leveraged the latest scientific research regarding the earthquake threat in the northwest and translated it into a year-long multimedia effort geared toward personal and civic preparedness. Ed frequently leverages his science-storytelling experience as an educator of science communication for students of Portland State University, University of Washington, Oregon State University and COMPASS online.

Conference Presenters

Glynda Becker has been Director of Washington State University Office of Federal Relations since 2012 and is based in Washington, D.C. She develops effective stakeholder relationships to identify areas of confluence between public purposes, innovation, and the university's research and academic capacity. Glynda's career began in Washington, D.C., working in several positions, including in the President George W. Bush Administration Department of Commerce and various roles in the White House working on issues important to the state of Washington.

Molly Blancett is the Media Relations Manager at the University of Oregon. She worked in broadcast journalism from 2005-2012.

Amanda Fisher is the Program Coordinator for the Science Communication Fellowship at OMSI. She is passionate about informal science education and committed to connecting the public with current science research, especially underserved audiences. Amanda has a background as both a scientist and middle school teacher. She has more than a decade of experience in informal science education, with nearly eight years at OMSI.

Erik Johnson is a senior in the STEM Magnet program at Camas High School. After graduation, he plans on attending a four-year university, studying electrical and mechanical engineering. Erik hopes to work in the consumer electronic industry, designing products that will benefit people every day. When not studying, Erik competitively rows and plans to continue doing so in college. Erik volunteers at the Humane Society in his spare time.

Chris Logan is the Workforce Development and Internal Communications Coordinator with the U.S. Fish and Wildlife Service, where he has been since 2012.

Theresa May is an Associate Professor of Theatre Arts at the University of Oregon. She teaches performance skills and topics in theatre for social change. She was recently part of the University of Oregon team that attended the "Training the Trainers" session at the Alan Alda Center for Communicating Science. Theresa has an MFA in Acting from the University of Southern California and a PhD in Theatre History and Criticism from the University of Washington.

Lauren Moreno is currently the director of strategic partnerships and programs at OMSI. She specializes in leading coalitions of stakeholders toward envisioning, funding, and implementing strategic projects and initiatives. Prior to joining OMSI, she managed the award-winning Portal to the Public initiative at Seattle's Pacific Science Center. This effort provides science communication training to scientists and creates meaningful opportunities for museum visitors to meet and interact with local scientists, a framework now being implemented at more than 50 science centers across the country. Lauren is on the steering committee for the Portland Metro STEM Partnership and the board of the Institute for Learning Innovation.

Lewis Taylor is the Director of Public Relations and Strategic Communications for the Office of the Vice President for Research and Innovation at the University of Oregon. Before moving into public relations and communication, Lewis was a print journalist and editor in the Pacific Northwest. He has been at the University of Oregon since 2012.

Amanda Thomas owns and operates Via Productions. After ten years in adult education, she has fully developed her inner science geek and gotten some interesting experience with trebuchets, flaming magnesium, and exploding ping pong balls. Realizing that adults like to learn about science just as much as kids do, Amanda started the Science Pub in August 2006. In early 2013, Amanda and her band of trusty Minions branched out and created some new events, such as Nerd Nite, Science Sleepovers, and Science Behind the Scenes. The latest endeavor, Science on Tap, is essentially a science lecture with beer that happens once a month in both Portland and Vancouver.

Abstracts

(Submission Optional)

Fight the Power(Point)!: How to Become a Presentation Superstar

Todd Reubold (Ensia)

There are a range of design and delivery best practices aimed at building better presentations. Nowadays just about everyone with access to a computer is creating presentation slides using PowerPoint, Keynote or similar software. But is the message being lost in the mix of templates, animations, logos, photos and way too much text? Basic design principles can be employed to create clearer, more powerful presentations.

Advice for Talking Science to Normal People

Steven Sobieszcyk (U.S. Geological Survey)

Communication is very much like marketing, where how you say something depends entirely on with whom you are speaking. When it comes to talking about science, especially from a scientist's point-of-view, reworking something for different audiences may seem like a waste of time. It's not! Making the effort to adjust your message, content, tone, and delivery are all important factors to better reach your audience. When talking with the general public, it all starts with one question, "Why should they care?" Answer this and you have met your audience's needs. It is vital to explain what is happening at the broadest level possible so your audience can understand why it's important. If you happen to entertain, engage, inspire, or inform along the way...all the better.

Visual Storytelling: Telling Science Stories with Pictures, Video, Animation, and Motion Graphics

MacGregor Campbell (freelance science journalist/ animator)

Memes, gifs, infographics, animation, and motion graphics — visual storytelling is a hugely popular way of communicating complex ideas in science and technology. You don't have to be an amazing artist or video wizard to tell an effective and memorable visual story. From photography to stop motion animation, the tools and methods abound, but all share a few basic principles of visual storytelling. In this hands-on workshop we'll look at what those principles are, what makes for a good visual story, and get acquainted with practical tools and techniques to get started.

Training Informal Science Communication in a Chemistry Research Center: The Sustainable Nano Blog

Miriam Krause, PhD (Center for Sustainable Nanotechnology, University of Minnesota)

Some students in STEM have an independent passion for science communication, but most people need exposure, encouragement, training, and practice in order to become confident and successful science communicators. The Sustainable Nano blog (sustainablenano.com) has a dual mission of providing both accessible science outreach for the public and training in informal science communication for students in the Center for Sustainable Nanotechnology. Sustainable Nano is the primary outreach vehicle for the CSN, a multi-institute Center for Chemical Innovation funded by the National Science Foundation. In the proposed presentation, the CSN's Director of Education and Outreach will provide an overview of the blog and its combined outreach and professional development goals, including information about training student writers and coordinating the blog's peer editing system. The presentation will also offer insights into organizing a group blog and measuring its impact, both in terms of audience engagement and long-term benefits for student writers.

360 Degree SPICE: Two Perspectives on a Science Outreach Program for Girls

Brandy Todd (University of Oregon, SPICE Program)

Morgan Vauk (University of Oregon, SPICE, Chemistry & Biochemistry)

Matt Selby (University of Oregon, SPICE, Chemistry & Biochemistry)

Since 2008, the Science Program to Inspire Creativity and Excellence (SPICE) has provided engaging, hands on science for girls on the University of Oregon campus. Four years of research demonstrate that the program has a positive impact on girls' affinities to science and has used the voices of participants to illuminate how girls construct identities as scientists. This talk will present the program from three perspectives: the program co-founder and director, a veteran undergraduate SPICE outreach instructor, and SPICE program alumna. The presenters will cover the "big picture" impact of the program, the personal influence the program has had in their own life and career choices, and the future of SPICE. Presenters will embed their personal experiences within the program theory of action which is based in identity theory, self-efficacy theory, and mindsets. The talk will focus on the transformative power of theoretically grounded outreach and the importance of the personal touch in inviting underrepresented students into the world of scientific inquiry.

Engage: Training a New Generation of Science Communicators

Elisa Bonnin (School of Oceanography, University of Washington)

Roxanne Carini (Civil and Environmental Engineering, University of Washington)

William Chen (Quantitative Ecology and Resource Management, University of Washington)

Robin McLachlan (School of Oceanography, University of Washington)

Graduate students in the sciences receive specialized training in cutting-edge research. Rarely, however, do they receive training in how to explain their research to public audiences. This places a barrier between those doing research and those the research is meant to serve. Engage is an organization, run by and for graduate students in scientific disciplines, that addresses this need at the University of Washington. Supported by the College of the Environment, the Engage graduate-level seminar teaches emerging scientists to effectively communicate their own research to a general audience. Seminar themes include storytelling, audience consideration, and presentation skills. Students in the course learn from a variety of sources: improvisational games, group discussion and feedback, and most importantly, practice. After completion of the course, each student gives a presentation in a public venue, currently hosted by Town Hall Seattle as the "UW Science Now" speaker series. Beyond the course and speaker series, involved students have the opportunity to join the Engage Board of Directors to sustain and grow this unique program. The Board continues to assess and improve the seminar course, hosts workshops for the broader academic community, and promotes good scientific communication as the cultural norm. Under the guidance of the Board, Engage trains today's graduate students in cutting-edge communication skills in order to reconnect the public with science and bring about a more informed tomorrow.

Better Communication Through Interdisciplinary Collaboration

Daryn Blanc-Goldhammer (Psychology Department, Institute of Neuroscience, University of Oregon)

Kylie Lockwood (Fine Art Department, Cave Gallery, College for Creative Studies, Detroit, Mich.)

British physical chemist and novelist C. P. Snow described art and science as two cultures, which do not speak the same language. We (a sculptor and a neuroscientist) were challenged to bridge the gap between these two cultures through a program called the Third Culture Projects, a series created by the University of Oregon in conjunction with the Oregon Arts Commission. The goal of this program was to bring artists and scientists together for mutual inquiry and advancement. In particular, we were interested in how we could each make information from our respective fields more accessible. Each field had its own vernacular and certain topics that were assumed knowledge. In some, cases the same word could mean very different things to an artist than it would to a scientist (e.g. "significant"). Through genuine interest in each other's practice and by being immersed in the foreign field's environment, we were able to break down the communication barriers by describing concepts without the use of jargon or compromising the caliber of content. This impartial communication promotes interdisciplinary and team-focused work, where individual experts can communicate without extensive training in each field. In addition to gaining effective communication skills, we also produced a permanent installation in the Lewis Integrative Science Building at the University of Oregon. This program was an inspiring starting point and we

plan to continue to explore the role of communication in interdisciplinary projects in the future.

Lessons from the Trenches: Nuts and Bolts of Running a Successful Outreach Program

Brandy Todd (University of Oregon, SPICE Program)

At some point in their careers, most scientists will participate in or observe informal science outreach in action. Outreach programs abound, but little data exists evaluating the impacts or longevity of such programs. Anecdotally, those in the field know that most programs fade over time and usually disappear when the founder moves on. What does an enduring outreach program look like? How do you administer and manage such programs? What is the role of evaluation and assessment and how can natural scientists learn from the fields of education and social sciences to incorporate meaningful evaluation into their programs? How can busy scientists fit outreach into their workload without burning out or producing a lackluster experience? This talk will briefly present the history of the successful Science Program to Inspire Creativity and Excellence (SPICE) housed at the University of Oregon (2008-present) and the move to providing heuristic models for engaging the public with science through outreach. The presenter will also provide the audience with some valuable insights into what NOT to do with outreach based on hard-won lessons.

How Teenagers Really Use Social Media

Erik Johnson (Camas High School)

Social media has become an essential part of the way we communicate and direct our lives. However, it seems the most underrepresented demographic when it comes to discussing how social media is used is the generation that grew up using it: teenagers. By discussing the way in which teenagers truly utilize social media, scientists and educators can learn how to effectively communicate across generational and technological lines.

So you want to change the world?

Nancy Baron (COMPASS)

Following on her recent [Nature Comment](#), a “call to action” for scientists to engage with society, COMPASS Outreach Director Nancy Baron will discuss how in these tumultuous times scientists need to support each other in standing up for science. To connect with their audiences, scientists need to speak from the heart and talk about their worthy intentions and what motivates them. She will share inspiring stories of scientists who are pushing their past their discomfort zones to make a difference — and offer some practical tools to help speed you on your way.

“Improv theater and distilling your message: Tools from the Alda Center”

Theresa May, Lewis Taylor, and Molly Blancett

“Communication is not something you add on to science; it is the essence of science” – Alan Alda

Since 2009, the [Alan Alda Center for Communicating Science](#) has been helping train the next generation of scientists and health professionals to communicate more effectively with reporters, philanthropists, policy makers, the public and others outside their own discipline. In order to fulfill its mission of enhancing the understanding of science, the center trains students, scientists and science communicators using a mix of improvisational theater techniques, storytelling methods and multimedia elements. This session will offer a snapshot of the flexible skills taught by the center, including [improvisation for scientists](#), and [distilling your message](#). The workshop takes its cue from the [Alan Alda Center Boot Camp](#), a week-long training that helps participants communicate more directly and responsively, pick up on non-verbal signals, become more flexible and engaging in their communication, and develop clear, compelling messages and adapt them for different audiences. The session will be led by University of Oregon communicators Theresa May, Lewis Taylor and Molly Blancett. The UO is one of 17 world-wide affiliates of the Alda Center.

Organizers

Allison Coffin — Assistant Professor of Neuroscience at Washington State University Vancouver. Runs the science communication website communicatalyst.com and is a long-time member of Toastmasters International. Conference co-chair.

Janine Castro — Geomorphologist, US Fish and Wildlife Service and National Marine Fisheries Service. Founding member of River Restoration Northwest. Technical Director of the Portland State University River Restoration Professional Certificate Program. Conference co-chair.

Amelia Veneziano — Masters in Public Affairs student, Washington State University Vancouver. Project Coordination Intern.

Steven Sobieszczyk — Outreach scientist at the U.S. Geological Survey, adjunct professor at Portland State University, and blogger/podcaster at www.YourNextBIGSpeech.com.

Eleanor Vandegrift — Associate Director of the University of Oregon's Science Literacy Program. Senior biology instructor. Alan Alda Center for Communicating Science Affiliate Director for the University of Oregon.

Thuy Tran — Marketing and Communication Director at Oregon State University's College of Engineering.

Teresa M. Wolfe — Science education research methods instructor at Oregon State University. Education research and outreach consultant.

Jill Bushakra — Research Associate, USDA Agricultural Research Service

Reena Clements — PhD Candidate, Oregon Health & Science University

Emily Davis — Monitoring Coordinator, Oxbow & Forrest Conservation Areas, Confederated Tribes of the Warm Springs Reservation of Oregon

Meghan Kearney — Communications Specialist, U.S. Fish and Wildlife

Elena Mahrt — Research Outreach Coordinator, Office of Research and Graduate Education, Washington State University Vancouver

Kate Stout — Oregon Brain Institute, Oregon Health & Science University

Lewis Taylor — Communications Director at University of Oregon's Office of the Vice President for Research & Innovation

Melina DeFrancesco — Marketing Communications Manager at North Clackamas Parks and Recreation District

Acknowledgments

*We thank the Washington State University Vancouver staff for their support, particularly **Brian Bates** from the communications office. We also thank **Erin Martin** (Oregon State University), **Eric Sorsenson** (Washington State University), **Kristin Timm** (University of Alaska Fairbanks), and **Elisha Wood-Charlson** (University of Hawai'i at Mānoa) for their early feedback on the event. We also thank **Kathleen Meyer**, **Marissa Dyess**, and the **OMSI** event staff for their support coordinating this conference.*

Special Thanks

*We receive advice and guidance from two external advisors. Both are staff members at the **Oregon Museum of Science and Industry** with decades of experience in informal science education:*

***Amanda Fisher** is the Program Coordinator for the Science Communication Fellowship at OMSI. She has more than a decade of experience in informal science education, with nearly eight years at OMSI.*

***Lauren Moreno** is the director of strategic partnerships and programs at OMSI. Lauren has more than a decade of experience working in science centers. Lauren is on the steering committee for the Portland Metro STEM Partnership and the board of the Institute for Learning Innovation.*

Sponsors

Burroughs Wellcome Fund

Lunar Logic

Life Sciences Washington

North Pacific Landscape Conservation Cooperative

Oregon State University

Portland State University's Environmental Professional Program

Sustainable Nano

University of Oregon Science Literacy Program

Washington State University Vancouver

WSU University Communications