

# Communicating Science

tools for scientists and engineers



## San José State University University Room March 14, 2008

- 8:30 – 9:00 am**                      **Breakfast**
- 9:00 – 9:30 am**                      **Welcome and Introduction**  
- Tiffany Lohwater, AAAS  
- Karen Sandberg, NSF  
- Denise Graveline, Workshop Facilitator
- 9:30 – 9:45 am**                      **Who is “General Public?”: Defining Audience**
- 9:45 – 10:30 am**                      **Practice Research Messages and Public Talks**
- 10:30 – 10:45 am**                      **Break**
- 10:45 – 11:30 am**                      **Media Panel**  
- David Perlman, Science Editor, *San Francisco Chronicle*  
- Kenneth Coale, Director, Moss Landing Laboratories  
- David Gilbert, Public Affairs Manager, DOE Joint Genome Institute
- 11:30 am – 12:00 pm**                      **Enhancing Your Message: Gestures and Language**
- 12:00 – 1:00 pm**                      **Lunch – provided**
- 1:00 – 2:30 pm**                      **Practice Interviews**
- 2:30 – 2:45 pm**                      **Break**
- 2:45 – 3:30 pm**                      **Public Outreach Panel**  
- Michael Parrish, Dean, College of Science, San Jose State University  
- Robert Osserman, Special Projects Director, Mathematical Sciences Research Institute (MSRI)  
- Jeff Gordon, Senior Director, Program Development and External Partnerships
- 3:30 - 4:00 pm**                      **Conclusion and Materials Review**