



Alaska Marine Science Symposium 2012

## Communicating Ocean Sciences Workshop Agenda

Hotel Captain Cook, Anchorage, Alaska / Monday January 16, 2012

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- 7:30am **Check-in, light breakfast, networking opportunity**
- 8:00 **Welcome**
- 8:10 **Randy Olson, *Don't Be Such a Scientist* and the power of impactful story telling**  
8:10-8:55 Randy will present key concepts in storytelling from his book
- 8:55-9:10 Break
- 9:10-10:10 Randy and pre-selected volunteers will work through some real world examples
- 10:15 **Workshop Participant Story Telling**  
Here's your chance! Participants are invited to tell their story to the larger group. You have <3 minutes to get your word across. Put Randy's concepts into practice while learning what your colleagues are doing.
- 10:50 **Our 'How To' Session**
- Story-telling with Amateur Video** (Darcy Dugan and Molly McCammon, AOOS)  
Molly will discuss the art of framing concise talking points and Darcy will introduce you to iMovie as a way to create short, affordable videos to disseminate, educate and excite.
- Storytelling for Radio** (Elizabeth Arnold, UAA and *Encounters with Richard Nelson*)  
Elizabeth will explore the use of radio to tell compelling science/research stories.
- Creating a Virtual Field Trip to Tell The Story of your Research** (Darin Trobaugh, Alaska SeaLife Center)  
Darin will provide an example of how to take students out to research sites virtually, build in key concepts and background information as a way to reach broader impacts (NSF) and other education and outreach requirements by funders. This is the first of several Alaska SeaLife Center/COSEE Alaska virtual field trips currently under development.
- 11:50 **Program Evaluations (Here's your chance to win a signed copy of Randy's book)**
- 12:00 **Session Closes**
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