



**Science  
Societies**

# Improving your public outreach skills

**Virtual multimedia training offered starting July 2022**

June 23, 2022



*Photo courtesy of Adobe Stock/wellphoto.*

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Since 2015, the Societies' Public & Science Communications Department has offered communications training workshops for our members at our Annual Meeting. In 2020, we introduced a limited series online training for our "Relatable Science—Comms 101" and "Media 101" workshops. Since these proved to be so successful, we are happy to announce we are launching fully virtual multimedia versions of both trainings starting in **July 2022!**

Both trainings include readings, a pre-recorded video presentation, worksheets, and virtual workshops that allow for practicing your new "soft skills." Videos and readings can be viewed ahead of time asynchronously while the workshops are scheduled for multiple dates and times. Simply register for a time that is most convenient for you!

## **About the Workshops**

### **Relatable Science—Comms 101 for Scientists Workshop**

In this workshop, we will discuss how to tailor your communications for each of your intended audiences in relatable ways. You will learn how to:

- Define your audiences;
- Create compelling, relatable messages;
- Make attractive leads;
- Balance your communications with anchors; and
- Frame your messages to be audience relatable.

### **Media 101 Training Workshop**

By completing this workshop, you'll be able to:

- Understand the news story process across print, radio (podcast), and television (video) news.

- Be able to better prepare for interviews.
- Gain knowledge in interviewing techniques to help get your determined message across.
- Learn techniques for interviews that might not go as planned to build better bridges with media.

### **Additional Information**

Course length (each): Three hours

Course fee (each):

- Member or certificant: \$50
- Graduate student member: \$5
- Non-member: \$125

***For more information and to register, please visit:***

- **Relatable Science—Comms 101:** <https://bit.ly/38XpLia>
- **Media 101:** <https://bit.ly/3GCYX2Z>

Or email [Send Message](#) for more information, including grants and group rates.

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