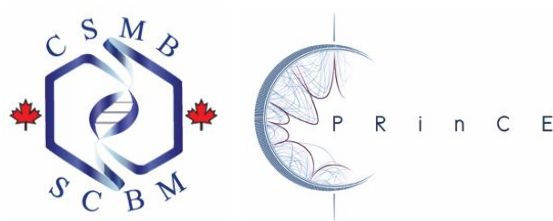


Global Partners in Science Communications



Canadian Society for Molecular Biosciences Science Communications Workshop and Coaching Sessions

Summer 2021

With science on the main stage these days, it is time for scientists to up their game when it comes to communications! In this half-day workshop, students and postdocs will confront the single biggest challenge for effective science communications and will discover the skills to overcome it. This is both a group and individual effort, so come with an open mind and a willingness to grow together.

The sessions draw on the expertise of the Banff Science Communications Program led by Jay Ingram and Mary Anne Moser. The workshop is virtual and hands-on and will be followed by one-on-one coaching with one of Canada's most celebrated science communicators.

Workshop coach

Jay Ingram was co-host of "Daily Planet," the hour-long prime-time science program on Discovery Channel, for 16 years. He helped design and launch the show. He has worked in almost every mass medium. He hosted CBC's "Quirks and Quarks" for 12 years and hosted two CBC radio documentary series. He was contributing editor to Owl magazine for five years, and he wrote a weekly science column in the *Toronto Star* for 12 years. He is now involved in producing events, writing and giving talks – some with a rock band. He has written 19 books, and received numerous accolades and awards for his outstanding contributions to the popularization of science. He has received six honorary degrees, the Queen Elizabeth II Diamond Jubilee Medal and was appointed to the Order of Canada in 2009.



Workshop facilitator

Mary Anne Moser has built a career where art, culture and science intersect. She has worked as a journalist, an award-winning designer and was the founding editor of the Banff Centre Press. She started the Banff Science Communications Program in 2005, Canada's Iron Science Teacher competition in 2007 and is the editor of two books on science in society: *Immersed in Technology* (MIT Press 1995) and *Science, She Loves Me* (Banff Centre Press 2011). She was president and co-founder of Beakerhead, a major collaborative art, science and engineering spectacle, and now serves as CEO at Telus Spark, the Calgary science centre. She holds a BSc in zoology, a Master's degree in communications, and an interdisciplinary PhD. For her work in professionalizing the discipline of science communications, she has received an ASTech Award, an Arch Award from the University of Calgary, and an honorary doctorate from Mount Royal University.

WORKSHOP OUTLINE *(TENTATIVELY SCHEDULED FOR: JUNE 25, 9AM-12PM MST VIA ZOOM)*

INTRODUCTION Welcome! It all starts here. We will spend a few minutes to discuss the goals of the workshop.
BOOK CLUB The first session is an icebreaker based on visual communications. Participants will understand the dominance of visuals in communications generally and the untapped potential in science communications in particular.
AUDIENCE-FIRST, STEEPED IN RESPECT Before we dive into skill development, we will explore a deep and fundamental challenge facing scientists communicating about their work. We will reset the dial from "content first" to "audience first." It will soon become clear that audiences bring their own ideas to every topic, even if uninformed.
PERSONALIZING THE IMPERSONAL You may only rarely have an opportunity to write something, or speak, and involve yourself in the science. But it's important to personalize: It forces you to think about different approaches, and that's what we're trying to do here. Science communication often focuses on getting the science right, and that's essential, but a great story also includes people, especially you. Why should your work matter to anyone else?
PLOTTING A LINEAR COURSE THROUGH COMPLEX MATERIAL In this closing session, participants will learn about the gift of story structure. The successful way of communicating science to non-scientists is the exact opposite of the way scientists communicate with each other. Here you'll learn that structure.

COACHING SESSIONS: COMMUNICATING VISUALLY *(ONE HOUR ONE-ON-ONE)*

Even before covid-19, the vast majority of science was communicated virtually through television, radio, podcast and social media platforms. All of these platforms exist in a highly saturated world of modern media. How does scientific content gain a foothold in this competitive space? These one-on-one coaching sessions will bring some of the secrets of the television world to your desktop as you prepare presentations that capture people's attention and communicate powerfully. Your coach, Jay Ingram, has worked in every mass medium – television, books, magazines, radio, stage and social media.