Wednesday, December 6, 2017
8:30 - 10:00 a.m.
Bookstore Conference Room

AGENDA:

1. Welcome and Introductions  Anthony King

1. Communicating Research  Kim McDonald
   Director of Strategic Communications, Research Affairs

   Mario Aguilera
   Director of Communications, Biological Sciences

   Sherry Seethaler
   Director of Education Initiatives, Physical Sciences

1. Member Updates  All

NOTES:

Sherry Seethaler, Director of Education Initiatives, Physical Sciences

Website: [http://physicalsciences.ucsd.edu/programs/research-communications/](http://physicalsciences.ucsd.edu/programs/research-communications/)

UC San Diego's Research Communications program draws on scholarship in the sciences, science communication, science education, the arts and other fields to provide the guiding theoretical perspective and the practical experience that is critical to communicating effectively with a wide range of audiences, including those with questions or concerns about the methods, findings or implications of scientific research.

The UC San Diego Division of Physical Sciences received a two-year, $225,000 grant to implement this program.

Features of the program include:

Marketing Council Listserv: ucsd-marketing-council-1@mailman.ucsd.edu
• Offering a palette of training options that people can choose from according to their needs
• Drawing on diverse expertise (education, communications, theater/dance, etc.) and the lived experiences of our faculty
• Building on scholarship related to learning
• Exploring creative approaches to explain the findings and process of research
• Creating a scalable model

See slides for statistics

Mario Aguilera, Director of Communications, Biological Sciences

Media/Message Training: Hands-On Interview Skills and Practice

Workshop description:

Mistrust. Doubt. Fake news. A greater understanding of science by the public is needed more than ever. At the same time, science has become increasingly compartmentalized. This complexity has made it increasingly difficult for scientists to clearly and convincingly explain what they do and how they do it, which can leave us swirling in jargon and technicalities. Workshop participants will hear about today’s media landscape, learn tips and tools to deliver effective interviews and enhance their skills with on-camera practice.

VIDEO: What not to do during an interview

Other resources:

• Video archive
• This Week article

Anthony King, Director of Communications, Arts and Humanities

Takeaways from the October 2017 World Conference of Science Journalists.

Three big lessons applicable to Marketing Council:
1. We are all writers: improve your writing by reading others work relevant to your field, ask for guidance and feedback, pursue professional development classes in writing.
2. Relationship building is key, whether you are working with reporters, faculty, staff from other departments. They become your advocates, but also your best resource.
3. Social Media hashtags for large conferences work: #WCSJ2017

Resources for Data Visualization:
• Speaker presentation (Dropbox)
• Additional links (Dropbox)
• Data Visualization Catalogue
• Gapminder
• Hans Rosling statistics TedTalk

Resources for Podcasting:

Marketing Council Listserv: ucsd-marketing-council-l@mailman.ucsd.edu
• Transom (equipment)
• Hindenburg (editing)

UC San Diego Creative Services and Publications designers are available to help you develop data visualization graphics, recording (podcasting) and more.

NEXT MEETING: Wednesday, January 31, 2018

Marketing Council Listserv: ucsd-marketing-council-l@mailman.ucsd.edu