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ACADEMY

University of Florida College of Journalism and Communications
PO BOX 118400 Gainesville Florida 32611

SCIENCE COMMUNICATORS ACADEMY

A one-day workshop.

- 8:30 am** **The New Media Landscape**

- 8:45 am** **Welcome**

- 9:00 am** **6 Imperatives for #scicomm**

- 9:45 am** **The 4-Question Communications Strategy**

- 10:30 am** **Break**

- 10:45 am** **Story building for Science**

- 12:00 pm** **Lunch Break**

- 1:15 am** **Successful Briefings with Policymakers and Journalists**



SCIENCE COMMUNICATORS ACADEMY

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2:15 pm **Break**

2:30 pm **Non-Verbal Communication Skills**

3:00 pm **Making Great Presentations**

3:45 pm **Live Scenarios**

5:00 pm **Next Steps and Wrap**

