



Deep-C Consortium Policy Communication Workshop Agenda
“Mixing Oil and Water: Making Your Science Matter when the Stakes are High”
February 26, 2013

TUESDAY, FEBRUARY 26 – SCIENCE, COMMUNICATIONS, AND POLICY

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| 8:30 AM | Introduction by Deep-C Organizers |
| 8:45 AM | COMPASS Welcome and Overview Introductions, setting expectations, and ground rules for the day. |
| 9:15 AM | Setting the Stage for Policy Engagement |
| 9:45 AM | Interview: Navigating the Science-Policy Interface David Malakoff draws out lessons from participants’ real-world experiences. |
| 10:15 AM | Panel Discussion: Welcome to My World Policymakers and journalists talk about their day-to-day life, the challenges and constraints they face in their work, and what they need from scientists. |
| 10:45 AM | <i>Coffee Break</i> |
| 11:00 AM | Bridging the Worlds of Science, Policy, and the Media How differences in culture affect the interplay of science, policy, and the media. |
| 11:15 AM | The Message Box - Introduction A tool to help consider audience and distill your key messages. |
| 12:00 PM | <i>Lunch</i> |
| 1:00 PM | The Message Box - Continued Participants work in small groups to refine and present their message boxes. |
| 2:00 PM | Elevator Speed Dating Participants try out their message boxes in simulated brief interactions with policymakers. |
| 2:30 PM | <i>Coffee Break</i> |
| 2:45 PM | Mock Meeting Scenarios Role-playing with policymakers and journalists. |
| 3:45 PM | Charting A Path for Engagement: Policy Opportunities in the Gulf of Mexico |
| 4:45 PM | Wrap-up & Reflection |
| 5:00 PM | Reception (beverages and light hors d’oeuvres) |