

HOW TO COMMUNICATE YOUR SCIENCE TO THE PUBLIC

This series of lectures and hands-on workshops are brought to you by: Jefferson's College of Life Sciences, the Department of Marketing and Communications, the Graduate Student Association, the Jefferson Business and Biotechnology group, and the Office for Professional Writing, Publishing, and Communication.

Sep.25, 1-2:30 pm 901 Walnut, lobby		Science Communication – How it can make you a better scientist. Overview of Sci-Comms Certificate Requirements for the series
Oct 10, 5-7 pm JAH, 307	 	Career Panel – 4 Sci-Comms fields that PhDs can step into and how to prepare a writing sample to get the job
Nov 6 + 21, 1-3 pm Hamilton, 210/211, BLSB, 101	 	Animate Your Science – Express your science in narrative form and create an animation depicting your favorite research
Dec 3, 1-2:30 pm 901 Walnut, lobby	 	Why Twitter is Good for Your Career – Learn how to use social media for lab tips, grad school self-care, networking, peer review
Jan 16, 1-2:30 pm BLSB, 101	 	Writing About Science for a General Audience – Learn a multitude of article styles that editors look for
Feb 11, 1-2:30 pm BLSB, 101	 	Podcasting 101 – Record and edit interviews and learn interview skills that help highlight the best of your subjects
Mar 13 + 16, 4-5pm JAH, M61	 	3-Minute Thesis Training – Tell your science story in 3 minutes. Training sessions mandatory for all entering the 3MT competition
Apr 30, 1-2:30pm Hamilton, 505	 	Pitch a Science Article – How to work with Media Relations to pitch your story to an editor of the Philly Voice or other general-audience media outlet
May 8, 4-6pm Foerderer Auditorium		3-Minute Thesis Competition – Present your talk or attend and cheer on your peers
June 8, 1-3pm BLSB, 105		Science Advocacy – How to get support for your cause

Earn a Jefferson Science Communications Certificate/Badge:



Lecture attendance = 1 point



Workshop assignment = 3 points

15 points needed for Certificate

Each completed assignment may be submitted to the Jefferson Science Communications Team for possible publication on Jefferson channels. Sessions are drop-in and open to all. Contact ResearchNews@jefferson.edu with questions.