

Event Date	Event Name	Learning Objectives
9/25/2019	Science Communications - Overview	Learn how science communications can make you a better scientist and get an overview of the sci-comms certificate requirements for the series
10/10/2019	Career Panel Discussion and Writing Test	Learn about various career in science communication with experts. Understand how to apply for a job in the science communication field. Practice a writing test as part of the hiring process.
11/6/2019	Animate Your Science	Learn how to explain your exciting research to your family and friends Understand why it is important to talk about your science in a straightforward way Build a 2-minute science script
12/3/2019	Twitter for Researchers	Learn how to use social media for lab tips, grad school self-care, networking, and peer review. Understand basics of creating a twitter account and responsible use. Apply what you've learned in a twitter take-over of Jefferson's Research twitter
1/16/2020	Writing for a General Audience	Learn a multitude of article styles that editors look for lab including news, briefs, portraits, tips and Q&As. Understand the composition of each style. Apply that learning in a practice writing assignment in the style of your choosing.
2/11/2020	Podcasting	Learn interview skills that help highlight the best of your subjects. Practice interviewing another student. Learn how to record and transcribe an interview. Practice building a story and podcast script. Understand the basics of producing an episode.

3/13/2020	3MT training	<p>Learn to summarize a thesis or scientific research in 3 minutes in an engaging way for a general audience. Build a speech using metaphoric and catchy language to show the impact of your science.</p>
4/30/2020	Pitch a Science Article	<p>Learn from media relations and science and health editors and writers about what a great pitch for general-audience media outlets looks like. Understand the components of a good pitch. Practice writing a pitch for a general audience science magazine.</p>
5/20/2020	Science Advocacy	<p>Learn about what science advocacy is and learn examples of science advocacy in action. Understand why it's important and how scientists can get involved. Practice science communication and advocacy skills by emailing your representatives about your research or another topic you are passionate about.</p>

Deliverables	Bloom's Taxonomy Terms
None	Learn, understand
A writing or editing sample	Learn, understand, apply/practice
Animated Science Video	Learn, explain, understand, build
Twitter take-over	Learn, understand, apply/practice
Short article written in one of the	Learn, understand, apply/practice
Short podcast	Learn, understand, apply/practice, create

3-minute speech

Learn, explain,
build

Write a pitch letter

Learn,
understand,
apply

Write an email/call your representer

Learn,
understand,
apply/practice