

AP-SciCom cordially invites you to the Science Communication Workshop at PICES-2022:

How to Create Memorable PICES Science Stories



At the upcoming annual meeting, the AP-SciCom will present a science communication workshop to assist PICES Expert Group members in better telling of their science stories, to help audiences to better understand their work. The AP-SciCom has invited a number of expert speakers for this workshop, and this short guide will help you to prepare for the workshop. We hope to see you there!

Who can attend: members (and especially Chairs) of PICES Expert Groups, PICES Science Programs (e.g. FUTURE, SmartNet) and Special Projects. Expert group members can work together in teams.

What to prepare: Choose a current research project, term of reference, achievement of your expert group, or question you are working on for PICES. Write a concise statement on:

1. the main issue your work addresses;
2. why your work is relevant / important.

During this workshop, we will have three main objectives:

1. Write a clear, concise, and compelling message;
2. Learn to use images to drive your message;
3. Deliver and amplify your message to help audiences better understand and remember your message.

Your messages will be used to create storyboards to refine as a roadmap for the videos you'll create. Bring your phone/tablet and computer with iMovie or other movie-making software. We'll create short ~3 minute videos showcasing your compelling PICES science stories.

To prepare for the workshop, you need to do the following:

1. **Watch:** *Narrative Structure is a Puzzle*: <https://youtu.be/VWmobO6enY0>
2. **Watch 0:00-12:30:** *AAAS Video*: <https://youtu.be/ungl-jozHLA>
3. **Read:** *The Narrative Gym*, by Randy Olsen <http://abtframework.com/>

Instructors: (In person and virtual*): Brian Palermo, Vera Trainer, John Pohl, Elliott Hazen, Lori Waters, Julie Claussen*.

DAY 1 – Development of Science Content

Morning

1. **ABT Method Introduction**, Julie Claussen.
2. **Develop your Narrative** - short video presentations
 - a. You Must Tell Your Story
 - b. The Three forces of Narrative
 - c. Two Audiences
 - d. The One Thing
 - e. Dobzhansky Template
3. **Example:** A personal journey with ABT, Lian Guo.
4. **Creating effective visuals**, John Pohl.
5. **Storyboarding** – Taking your message from the page to presentation, Julie Claussen.
 - a. Storyboarding: combining story and images
 - b. Storyboard work breakout session: Brian Palermo will offer input and advice.

Afternoon

6. **Connect with audiences** - group exercises with Brian Palermo.
 - a. Audience connection
 - b. Delivery
 - c. Amplifiers
 - d. Communities of Practice

Evening - Work on Storyboards, text and photos for your short video.

ABT Narrative

Visuals

Delivery

DAY 2 – Putting it all together

Morning

1. **Review presentation**
 - Review ABT and storyboard visuals
2. **Complete your storyboard**
 - Brian will offer input and advice.
3. **Take your story from paper to video** Brian Palermo
 - How to, tips, what to consider, etc.
4. **Work in Development Teams on products**
 - Brian will offer teams input and advice.
 - Follow storyboard to file 1st draft
5. **Complete 1st draft video product**
 - 1 team member to load work into imovie or other video making program
6. **Reviewing draft products – Feedback sessions**
 - Meet in groups to play 1st drafts - in person instructors to provide feedback on messaging, clarity, visuals, delivery
7. **Team work on 2nd drafts based on feedback**
 - Brian will offer teams input and advice.
8. **Presentation of products**
 - Meet in groups to play drafts and receive feedback on messaging, clarity, visuals, delivery
9. **Summary and next steps**
 - Final videos for YouTube upload and a descriptive 280 character tweet can be emailed to Lori.Waters@pices. so the PICES Secretariat can share your work!