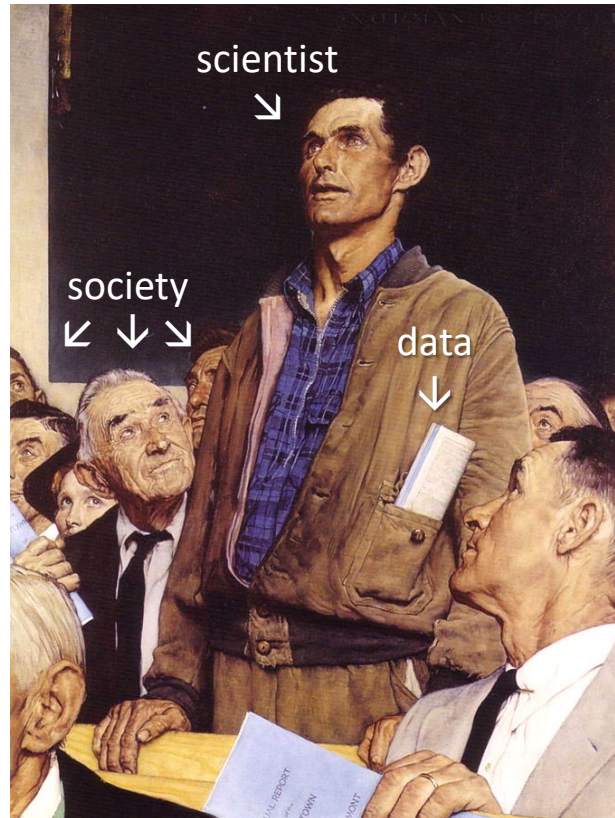


Back by popular demand!

SPRING 2022 – ZOOL 691B Seminar: General Zoology

COMMUNICATING SCIENCE TO SOCIETY

1 credit, M 11:30-12:20, on-line, CRN [84761](#), Dr. Mark Hixon



Science is under attack like never before. How can scientists more effectively communicate their work in ways that the public can understand and better use?

This **hands-on media workshop** course helps scientists engage with society so that we together can solve pressing environmental issues and other challenges that involve science. Topics include:

- Scientists and the Media: why bother?
- Scientific Advocacy: oxymoron or responsibility?
- Introducing Yourself: the professional biosketch
- Summarizing Your Science: the “message box”
- Web Communication: social media, blogs, podcasts, etc.
- Written Communication: press releases, letters to editors, op-eds, etc.
- Spoken Communication: phone, radio, & TV interviews

Questions? Please contact Mark Hixon: hixonm@hawaii.edu

Mark will share his extensive media training from the Aldo Leopold Program, the American Geophysical Union, the Communication Partnership for Science and the Sea, & the Union of Concerned Scientists. *Plus guest experts!*