

## **Pre-Conference Course Descriptions**

### **Communicating Your Science to the Media**

We want to give you the skills and confidence you need to do a great media interview. Boiling down your science so non-scientists can understand it can be challenging. This course will provide you with the tools you need to develop short and powerful descriptions of your research that reporters can use in stories about your research. Practical exercises will give you a chance to develop your key messages, practice your delivery, and get professional feedback on a mock interview.

### **Objectives**

The objectives of the course include:

- Organizing thoughts and developing key messages
- Communicating complex information
- Maintaining focus and messaging in a controlled and confident manner
- Transitioning to important key points as needed
- Anticipating and handling challenging questions from reporters or Congressional staff
- Preparing effective interviews from radio to print to TV
- Becoming an expert resource for reporters

### **Target Audience**

Toxicologists, epidemiologists, exposure scientists, risk assessors, risk managers, and other attendees interested in being better prepared to communicate their research to a broad audience, including the media.