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ZEST
scicomm workshops for impact, efficacy & inclusion

communicate for change

2024 WORKSHOP CATALOGUE

Listed roughly in recommended order/increasing order of skill/experience levels.

TITLE	DESCRIPTION	TYPE	LENGTH	FOUNDATIONS	ADVANCED
Foundations of Evidence-Based Scicomm	This lively, interactive overview of foundational concepts introduces audiences to the conceptual foundation for effective, evidence-based, science communication. Participants will leave with an orientation to relevant research and core principles that can guide their scicomm.	Interactive talk	1.5 hours	✓	
Getting Clear on Why *You're* Sharing Science: The Role of Goals & Values in Effective Scicomm	This interactive workshop coaches all experience levels to articulate their personal and professional goals for sharing science. This discernment process is a vital step in any effective, inclusive scicomm planning process.	Interactive workshop	1.5-2 hours *(Can be combined with grant writing sequence)*	✓	✓ When conducted for advanced scicomm professionals, the workshop is calibrated to career shifts, getting paid more, etc. Framing & research base of basic/general version may also be novel for scicomm pros.
Ethical Use of Images for Scicomm	When looking for great images to communicate about science, the Internet is a treasure trove. But, if we are not making or using our own images, it is easy to overstep legal and ethical boundaries. In this talk, you'll learn about best practices for using other people's images that are visual intellectual property protected by copyrights. You'll walk away with (a) lot of ideas about where to find free, ethically sourced images and (b) tips for working with artists if you decide to commission custom illustrations.	Talk	1-1.5 hours	✓	✓ Even experienced scicomm pros may be unaware of the legal and ethical boundaries of image use for scicomm.
Seeing Science	Scientists and scicomm pros need visual strategies for dealing with the scicomm reality that facts don't work (alone). This talk provides an evidence-based foundations of science communication, with emphasis on good practice in visual design.	Interactive talk	1-1.5 hours	✓	✓ Conceptual framing &

					research base may be novel for advanced scicomm pros
Applied Principles of Scicomm	Integrates the Foundations talk (above) into a highly interactive workshop addressing any 4 of the following: • Common dilemmas in science communication • Evidence-based tools for developing effective messages • Understanding your stakeholders • Analyzing and developing effective communications pieces	Interactive workshop	2-4 hours	✓	✓
Broader Impacts that Work	Broader Impacts are a required component of National Science Foundation proposals, and some kind of societal impact or public engagement is increasingly expected from all scientists…although most scientists have zero training in developing, implementing, or assessing these efforts. In this workshop, participants design a broader impacts project that is compelling, authentic to their overall research program, and meaningfully contributes to their research and grant-writing goals. An extension (~1-2+ hours) is available to develop an actual work plan, draft budget, and assessment plan.	Interactive workshop	2+ hours	✓	✓
Demystifying the Media (3-part series)	In an era of "fake news" and deeply politicized science, journalists, scientists, and scicomm pros need each other. But, each face different professional and ethical constraints, timelines, and workflows. Participants will learn how to prep for a positive interview experience, including what makes a good quote, what a journalist means when they look for a story, how to avoid being misquoted, and what it means to be an outside source, "off the record," or provide background. Participants will also learn about journalistic integrity norms, not getting to review the article before it is published, who writes titles and captions, how important deadlines are, and the constraints and timelines of different types of journalism (radio, daily news, feature magazines, etc.). Representatives from the media will also explain what a press office does, the difference is between a press officer and a journalist, and how to solicit media attention.	Interactive workshop	4-6 hours over 3 sessions or a half-day	✓	✓ Appropriate for *scientists* with scicomm experience; advanced scicomm pros are probably already in the know
Storytelling for Research & Conservation Impacts	Storytelling is such a buzzword in scicomm these days that the meaning (and techniques) can feel too abstract to use effectively. In this discussion-based session, research-based insights drive participants' exploration of what stories are, why stories matter for scicomm, what makes an effective story, and how to find stories in the research & communities they work in.	Interactive talk/discussion/workshop "light"	1-1.5 hours	✓	✓ Conceptual framing & research base may be novel for advanced scicomm pros
Assessing Scicomm for Impact	Most scicomm efforts (including sharing science and training people to share science) are conducted with limited time and resources. Inevitably, assessment of these efforts falls by the wayside. But, skipping assessment (or failing to report impacts) feeds a negative cycle of devaluing the time, expertise, and resources needed to do ethical, inclusive, and effective scicomm. This workshop explores mechanisms for planning, describing, conducting, and reporting assessment at any stage of a scicomm effort.	Interactive workshop	2.5 hours to a half day *(Can be combined with grant writing sequence below)*	✓	✓ Conceptual framing & research base may be novel for advanced scicomm pros

Boundaries to Enhance Your Scicomm Career	Most scicomm professionals make their living saying "yes!" to every opportunity that comes along. This tends to be true whether we start out as paid staffers or freelancers, and holds true well into our careers, even if we shift from one employment situation to another. However, saying yes to everything is debilitating in life and scicomm. This workshop takes participants through a step-wise process of articulating necessary boundaries, calculating the cost of saying yes (spreadsheets!), perks of personally managed time-tracking, and practicing ways of saying no (and not now, I need to back out, and how about this person instead!?).	Interactive workshop	1.5-2 hours	✓	✓
Creative Approaches to Scicomm Grants	Grant writing is a complex blend of effective storytelling and strategic planning. In scicomm, you face the added burden of convincing a funder that money is best spent on a traditionally undervalued aspect of the research/conservation process. Thus, it's vital that you connect your solutions (proposed activities) to the values and goals of the funder in every section of the grant: summary, proposal, budget, supplemental documents, etc. This workshop digs into the strategic, proactive ways you can apply your scicomm skills to write more effective proposals to fund your scicomm work.	Interactive workshop	2 hours *(part of half-day or full-day if paired with Getting Clear, Creative Approaches, Narratives + Evidence, and/or Assessing SciComm)*		✓
Narratives + Evidence: Leveraging Narrative Structures and Scicomm Literature for Effective Grant Writing	This workshop builds on Creative Approaches to Grant Writing. Participants use their understanding of effective grant structuring, narrative, and overarching planning (e.g., budget, personnel, partnerships, etc.) to fine-tune their proposal texts, relying on narrative structures and citing the scicomm literature in the same way a researcher would cite ecology research to justify their conservation or research proposal. Participants will leave with enhanced capacity to write convincingly of the need for their work, their planned activities and methods, and the assessment they propose.	Interactive workshop	2 hours *(part of half-day or full-day if paired with Getting Clear, Creative Approaches, and/or Assessing SciComm)*		✓
SCICOMM COURSES				Courses co-facilitated with co-founder Virginia Schutte	
EcoComm Catalyst	Provide people in the life sciences (at all career stages) with a major boost in their scicomm mindset and practice. Leveraging key principles and techniques of experience scicomm professionals, participants will reflect on how scicomm integrates in their current and future careers, articulate actions they can take to make this transition, and connect/learn from each other. Sessions include: (1) Goals that don't get in the way of your career, (2) Have a fulfilling career through (some) self-marketing, (3) Finding your people – reciprocal networking to enhance your career, and (4) Establishing professional boundaries for a meaningful career.	Virtual, highly interactive 4-week course	1.5 hours/week plus prep/follow-up and interacting with cohort members	✓	✓
SciComm STEP: Sparking Transitions for Experienced Professionals	STEP is a virtual, intensive career coaching program centered on (a) mindset and habit-building which are (b) enhanced through an actively facilitated community of practice. STEP guides experienced SCs to use their experience on themselves to overcome career-advancement barriers using 5 steps: Articulate/refine goals, frame a slam-dunk professional identity, hone your	Virtual, highly interactive 5-week course	1.5 hours/week plus prep/follow-up and interacting		✓

| | website to invite opportunity, master mid-career networking, protect your time. [Link to STEP details](). | | with cohort members | | |

CLARIFICATIONS

- Task-based trainings (e.g., SEO, social media, film editing, presentations) abound, particularly for scicomm professionals at the entry level. Many of these trainings use a webinar format in which participants listen to a speaker share their knowledge, approach, etc. While these trainings are valuable in their own right, beyond-beginner scicomm practitioners need trainings that account for them as a whole person-as-practitioner. In Bethann's trainings, participants can expect a shared-learning environment that is fast-paced, hands-on, and interactive (engaging with other participants in multiple modalities).
- Bethann's trainings are oriented toward genuinely enhancing participants' mindsets and transferable skills at an advanced level.
- Participants leave Bethann's trainings with detailed action items they have self-defined *and* an advanced mindset they can reflect on and apply over the long term in their work as scicomm practitioners.
- Compensation should include the session fee along with travel costs (lodging, meals, travel expenses) and a day rate for time spent in transit.
- Trainings are available in-person or online. All facilitation is adaptable to online settings using current best practices for interactive learning online.

TRAINER BIO

For nearly two decades, Bethann has developed programs to enhance science communication (scicomm) skills among scicomm professionals and scientists at all career stages. She has trained 5,000+ people in inclusive scicomm and is a leading co-founder of several initiatives to support scicomm professionals in all sectors. These include: Meteor: The (Overly) Honest Podcast about SciComm with Impact, SciComm STEP: Sparking Transitions for Experienced Professionals, the UW Science Communication Initiative, and the Ecological Society of America's Communication and Engagement Section. She was recently (2024) elected an Early Career Fellow of the Ecological Society of America for "her pioneering work in science communication and her research focused on institutional-level social change." Bethann has an MFA in creative writing and was a science essayist/journalist, outdoor educator, nonprofit director, and multi-media artist in former lives. Bringing all this expertise to the table, she is now on the faculty of the Department of Zoology and Physiology at the University of Wyoming, where her scholarship and teaching sit at the intersections of art-science integration, equity in STEM, organizational change, and scicomm theory and practice. Bethann also leads/consults on graduate student success, academic writing, strategic planning, equity initiatives, and scicomm for agencies, nonprofits, and universities across North America. Connect to her work and resources at www.commnatural.com and www.uwyo.edu/wysci/.