

COMPELLING SCIENCE STORYTELLING

A Pacific Northwest Workshop for Science Communicators

APRIL 28, 2017

Fred Hutchinson Cancer Research Center
1100 Fairview Ave. N., Seattle, WA 98109



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WORKSHOP AGENDA

Thursday, April 27

6:00 – 8:00 P.M.

WELCOME AND EVENING NETWORKING RECEPTION

Sponsored by Cognition Studio and The Seattle Times —
UW Medicine Lobby (850 Republican St., South Lake Union)

Friday, April 28

All sessions at Fred Hutch

8:00 – 8:50 A.M.

REGISTRATION AND CONTINENTAL BREAKFAST

Behnke Suites, Arnold

8:50 – 9:00 A.M.

WELCOME

Behnke Suites, Arnold

9:00 – 10:00 A.M.

OPENING PANEL: RUNNING A NARRATIVE SCIENCE/TECH NEWSROOM

Behnke Suites, Arnold

10:10 – 11:10 A.M.

HOW UNIVERSITIES PROMOTE RESEARCH TO SPREAD SCIENCE OFF CAMPUS

Strategy for PIOs (and other science writers) — Behnke Suites, Arnold

COLLABORATING FOR HIGH-IMPACT SOCIAL MEDIA CAMPAIGNS

Skills for everyone — Pelton Auditorium, Weintraub

 **KEY: PARALLEL TRACKS**

11:20 A.M. – 12:20 P.M.

AMPLIFYING LOCAL WORK ON THE GLOBAL STAGE

Strategy for PIOs (and other science writers) — Behnke Suites, Arnold

SEEING SOCIAL MEDIA IN A CRYSTAL BALL

Skills for everyone — Pelton Auditorium, Weintraub

12:30 – 1:30 P.M.

Lunch (Pick up box lunch in Behnke Suites, Arnold)

1:40 – 2:40 P.M.

BEYOND THE PRESS RELEASE: BEST PRACTICES IN PITCHING

Strategy for PIOs (and other science writers) — Behnke Suites, Arnold

(EN)LIGHTENING VISUALS

Skills for everyone — Pelton Auditorium, Weintraub

2:50 – 3:50 P.M.

WHAT REPORTERS WANT — AND DON'T WANT — FROM PIOS NOW

Strategy for PIOs (and other science writers) — Behnke Suites, Arnold

HOW VIDEO CAN BRING SCIENCE TO LIFE

Skills for everyone — Pelton Auditorium, Weintraub

4:00 – 5:00 P.M.

KEYNOTE: STORYTELLING FROM THE CAMPFIRE TO THE CLOUD

Pelton Auditorium, Weintraub

5:10–7:00 P.M.

NETWORKING MIXER

Sponsored by Cognition Studio and The Seattle Times — Behnke Suites, Arnold

SESSION DESCRIPTIONS/ SPEAKER BIOS

8:50 – 9:00 A.M.

WELCOME

Keith Seinfeld is president of the Northwest Science Writers Association @nswa and a public information officer with Public Health - Seattle & King County. @kseinfeld

9:00 – 10:00 A.M.

OPENING PANEL: RUNNING A NARRATIVE SCIENCE/ TECH NEWSROOM

A trend is growing in nonprofits and private industry to write stories aimed directly at the public, rather than pitching stories to outside media. Hear from representatives of Fred Hutch and Microsoft on how these “embedded newsrooms” work, how they resemble and differ from more traditional PIO work, and what kinds of results they’ve had.

Linda Dahlstrom helped create and lead Fred Hutch’s embedded newsroom before becoming director of storytelling for Starbucks this month. Previously, she was the health editor for NBC News Digital/msnbc.com, and freelanced for NY Magazine and TODAY/ NBC News Digital, among others. @Linda_Dahlstrom

Rachel Tompa, Ph.D., a former molecular biologist, is now a science writer for Fred Hutch covering mainly life sciences. @Rachel_Tompa

Michael Wann is the director of digital storytelling at Microsoft. Before joining Microsoft, he was managing editor of NBCNews.com. He has also worked for the Seattle Post-Intelligencer, The San Diego Union-Tribune, the Austin Business Journal and other publications. @MichaelWann

ABOUT THE WORKSHOP

The media landscape is changing. Yet clear, compelling communication about science has never been more important. "Compelling Science Storytelling: A Pacific Northwest Workshop for Science Communicators" is a one-day workshop and networking opportunity for science and health communicators.

10:10 – 11:10 A.M.

HOW UNIVERSITIES PROMOTE RESEARCH TO SPREAD SCIENCE OFF CAMPUS

Leading journalists and communicators from the University of Oregon, University of Washington, and Washington State University share best practices for communicating their faculty's science beyond the Ivory Tower to a wider audience.

Victor Balta directs the University of Washington Office of News and Information. He was a print and online reporter and editor for 18 years, most recently at Al Jazeera America, before joining the UW in 2014. *@VictorBalta*

Jim Barlow is director of science and research communications at the University of Oregon. He was raised on radio and studied liberal arts and sciences. He spent 14 years as a newspaper journalist and has promoted university research since 1991. *@jebarrow*

Eric Sorenson is a science writer at Washington State University. He has been writing about science for nearly 30 years, reporting for the Spokesman-Review and The Seattle Times. *@WSUDiscovery*

Moderator: **Molly McElroy, Ph.D.**, is a neuroscientist turned science writer who has worked on news teams at AAAS, the University of Washington, and is now at Fred Hutch. *@mwmcelroy*

10:10 – 11:10 A.M.

COLLABORATING FOR HIGH-IMPACT SOCIAL MEDIA CAMPAIGNS

The goal of this panel is to help PIOs leverage similar organizations' channels to maximize impact. No one health or research organization has an unlimited budget, and we can limit redundancy and increase our effectiveness if we (organizations) work together to amplify each other's content.

Tom Furtwangler is a senior digital content strategist at PATH. *@PATHtweets*

Bo Jungmayer was instrumental in defining Fred Hutch's social media strategy before leaving the Hutch this month for Premera Blue Cross where he will help shape their visual storytelling. Bo fostered Fred Hutch's social media growth by embracing new tools, such as Facebook Live and Instant Articles, and introduced a paid strategy. *@njung23*

Moderator: **Kristen Tetteh** is the communications director for the Washington Global Health Alliance and an entrepreneurial communicator, digital marketer, international relations nerd and strategist. *@kristentetteh*

11:20 A.M. – 12:20 P.M.

AMPLIFYING LOCAL WORK ON THE GLOBAL STAGE

How to build a mission-driven network — like the Institute for Health Metrics and Evaluation (IHME)'s Global Burden of Disease — to leverage resources and connections, and create international impact in brand awareness, media, fundraising and policymaking.

Tom Achoki, M.D., M.P.H., is a clinical assistant professor and senior engagement officer at IHME. He helped build IHME's Global Burden of Disease network to get research into practice. *@tachoki*

William Heisel is director of global engagement at IHME. He oversees IHME's data library, external relations, policy translation, fundraising, marketing and communications. *@wheisel*

11:20 A.M. – 12:20 P.M

SEEING SOCIAL MEDIA IN A CRYSTAL BALL

A social media analyst — and community builder — shares current and next best practices for knowing audience, building communities and measuring impact.

Dana Lewis has been a data analyst (and digital strategist) working for hospitals and other healthcare organizations, but she's also a patient and is now a leading part of the #WeAreNotWaiting movement. Twitter folks know her as the weekly curator of a chat called #hcsm (healthcare social media) and as the founder of the #OpenAPS (Open Source Artificial Pancreas System) movement. *@danamlewis*

Introductions: **Sally James** is a freelance science writer — often about biotechnology — and a reviewer for HealthNewsReview. She is a former president of the Northwest Science Writers Association and a former newspaper reporter. *Seattlesciencewriter.com @jamesian*

1:40 – 2:40 P.M.

BEYOND THE PRESS RELEASE: BEST PRACTICES IN PITCHING

Media relations experts will showcase what types of stories are most likely to be covered by reporters, how to cultivate media opportunities for scientific experts, and other strategies for engaging the media. Panelists will give some media relations basics, including how to work with embargoed materials and prepare experts for media interviews.

Michelle Ma was a reporter and web producer at The Seattle Times and other newspapers before joining the University of Washington in 2013. She is now assistant director of the University of Washington Office of News and Information. *@michellecarole*

Claire Hudson worked for elected officials in Washington, D.C., New York and Seattle before joining the media relations team at PATH — and then at Fred Hutch.

Moderator: **Bob Roseth** formerly directed the University of Washington Office of News and Information. He is now retired.

1:40 – 2:40 P.M.

(EN)LIGHTENING VISUALS

A graphic designer/illustrator and two infographics experts help you take a science concept and dissect it for visual elements.

Jessica Hagy is an artist and writer best known for the cartoon she draws, This Is Indexed, which Time.com readers voted “best blog” of 2006. She’s also written four books, including the bestselling How to Be Interesting. She works for dozens of clients, including The Globe and Mail, Forbes, and Daimler Financial. Wired recently profiled her. *@jessicahagy*

Chad Hall is a visual and interaction designer whose thoughtful, human-centered design approach balances form and function. *@chadphall*

Kristine Johnson is cofounder of Cognition Studio, where she is chief design strategist. An expert on the science of visual cognition, she sees her role as outside advocate for the intended audience. *@CognitionStudio*.

Introductions: **Ellen Kuwana** is a senior communications specialist at the Treuman Katz Center for Pediatric Bioethics at Seattle Children’s Research Institute. A researcher, writer and editor, she worked at the UW from 1998–2011 on various grant-funded research projects. *@EllenKuwana*

2:50 – 3:50 P.M.

WHAT REPORTERS WANT — AND DON’T WANT — FROM PIOS NOW

Some of the region’s leading science journalists will share how to work well with news reporters — and pitfalls, or even common practices, to avoid. Bring your questions.

Amina Al-Sadi produces The Record on KUOW. *@amialsa*

Sandi Doughton is a science reporter at The Seattle Times. *@SandiDoughton*

Coral Garnick is the health and retail reporter for the Puget Sound Business Journal. *@CoralPSBJ*

Claire McGrane is the life sciences, biotechnology and general technology reporter and podcast/radio producer at Geekwire. *@claremcgrane*

Alison Morrow is the environmental reporter for KING 5 TV. *@AlisonMorrowK5*

Moderator: **Leila Gray** is a public information editor for UW Medicine and manages the University of Washington Health Sciences News and Information online news site, Health Sciences NewsBeat.

2:50 – 3:50 P.M.

HOW VIDEO CAN BRING SCIENCE TO LIFE

Three experienced video producers share their different approaches to science videos. They'll show brief video clips and discuss the process of taking a science-related topic and identifying and capturing visual and sound elements, including video storytelling, editing and budgeting.

David Ehler is cofounder of Cognition Studio, where he is director of science storytelling. He is a board-certified medical illustrator. *@redehlert*

Katie Jennings is creative director and documentary filmmaker at New Canoe Media. She works with scientists and artists to make sure their essential messages make it to the screen.

Inessa Stanishevskaya is a medical illustrator and animator at Cognition Studio. A board-certified medical illustrator, she is a gifted storyteller and highly technical animator who creates biomedical visual media. *@InessaSkaya*

Introductions: **Ellen Kuwana** is a senior communications specialist at the Treuman Katz Center for Pediatric Bioethics at Seattle Children's Research Institute. A researcher, writer and editor, she worked at the UW from 1998–2011 on various grant-funded research projects. *@EllenKuwana*

4:00 – 5:00 P.M.

KEYNOTE: STORYTELLING FROM THE CAMPFIRE TO THE CLOUD

Platforms change, but stories are eternal. A veteran journalist, who has covered everything from AIDS to anatomy to Antarctica, will remind us of the elements that make science stories true, compelling and meaningful — whether you're writing with a pencil or pixels.

Jacqui Banaszynski is the Knight Chair in Editing at the Missouri School of Journalism and editing fellow on visiting faculty of The Poynter Institute. She is the former associate managing editor of The Seattle Times, in charge of special projects and staff development. She received a Pulitzer Prize in feature writing, the Society of Professional Journalists' Distinguished Service Award, and the Loeb Award for economic journalism. *@JacquiB*

Introductions: **Sally James** is a freelance science writer — often about biotechnology — and a reviewer for HealthNewsReview. She is a former president of the Northwest Science Writers Association and a former newspaper reporter. *Seattlesciencewriter.com @jamesian*

WORKSHOP ORGANIZERS

ORGANIZING COMMITTEE CO-CHAIRS

William Heisel, *Institute for Health Metrics and Evaluation*, @wheisel

Ellen Kuwana, *Seattle Children's Research Institute*, @EllenKuwana

Jonathan Rabinovitz, *Fred Hutch*, @jonadrabi

COMMITTEE LEADS

Event planning:

Jeremy Webb, *Fred Hutch*

Program:

Rebecca Hughes, *Kaiser Permanente Washington Health Research Institute*, @KPWaResearch

Finance & Sponsors:

Ellen Kuwana, *Seattle Children's Research Institute*, @EllenKuwana

Marketing:

Rachel Tompa, *Fred Hutch*, @Rachel_Tompa

Social media:

Sally James, *Freelance*, @Jamesian

COMMITTEE MEMBERS

Mary Beckman, *Pacific Northwest National Laboratory*, @sciwriter

Leila Gray, *UW Medicine/UW Health Sciences News and Information*

Michelle Ma, *University of Washington News and Information*, @michellecarole

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Thank you to The Seattle Times and Swedish Medical Center for support of workshop scholarships. And a special thank you to Cognition Studio for graphic design and layout of this program and Kim Camey from Fred Hutch for her graphics.

