

Program--Chemistry Communication Leadership Institute 9/8/09
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Date	Time	Session	Location
9/15	4:00	Shuttle Departs Silver Cloud Inn	
Tuesday	4:30-6:15	Reception & Participant Check-In	University of Washington Club
	5:00-5:15	Welcome and Opening Remarks Deborah Illman, Project Director	Southeast Dining Room
		Paul Hopkins, Chair, UW Dept. of Chemistry	
		Nancy Blount, Office of Public Affairs, ACS	
		Carol Bessel, Program Director, Chemical Catalysis Program, NSF	
	6:15	Shuttle Departs UW Club	
9/16	8:00	Shuttle Departs Silver Cloud	
Wednesday	8:30-9:45	Overview & Goals of the Institute—D. Illman Get-Acquainted Exercise: Interviewing	Chem Room 102
	9:45-10:00	Break	
	10:00-11:00	Chemistry in the News—D. Illman Structure of Science News Writing: Newsworthiness Criteria & Editorial Constraints	
	11:00-12:00	Understanding the Journalists' World. Ivan Amato, <i>C&EN</i> Robert Service, <i>Science</i>	
	12:00-1:00	Lunch—Follow-on Discussion	Catered Lunch
	1:00-1:45	The Press Release—D. Illman	Bagley 330
	1:45-2:00	Break	
	2:00-3:00	Group Interview and Press Release Exercise Participants will draft a press release due next morning. Guest Speakers: Obadiah Reid/David Ginger, UW Chemistry Vikki Meadows, UW Astronomy	
	3:00-	Work on assignment.	
	4:15	Shuttle Departs campus	

9/17 Thursday	8:30	Shuttle Departs Silver Cloud	
	8:45 -9:30	Press Releases Due—Exchange & Review	Bagley 330
	9:30-12:00	Group discussion. Assignment: Revision.	
	12:00-1:00	Lunch on your own	
	1:00-2:15	Using Digital Media to Reach Broader Audiences. Writing for the Web & Accessorizing Your Story. Guest speaker: Alan Boyle, Science Editor, MSNBC.com	Chem 102
	2:15-2:30	Writng for Radio. Podcasts. Guest Speaker: Jim Gates, KUOW radio	Chem 102
	2:30-3:15	Activity: Develop and record 90-sec “Elevator Talk”	Bagley 330
	3:15-	Pitching a story & getting placement –D.Illman Query Letter: Proposal to Editors--assignment Work on query letter assignment.& Press release revision	
	4:15	Shuttle Departs Bagley Hall	
9/18 Friday	8:00	Shuttle Departs Silver Cloud	
	8:30-9:00	Interviews—D.Illman	Bagley 330
	9:00-9:50	Understanding the PIO’s World Vince Stricherz, UW News & Information Leila Gray, UW Health Sciences News	
	9:50-10:00	Break	
	10:00-12:30	Simulation Exercises—EffectiveArts Moderators: Jim Boggs, Fiona Clark, D.Illman	Chem 102, and Breakout Conf. Rms: Chem 239 and 439
	12:30-1:30	Lunch on your own	
	1:30-3:00	Writing and Editing: Structure, Clarity, and Process—D.Illman	Bagley 330
	3:00-3:20	Overview of Resource Guide & Potential Communication Projects	

3:20-3:40	Work in Small Groups: Follow-on Applications	
3:40-4:00	Reconvene and group reports	
4:00 -4:30	Post-Course Survey	Bagley 330
4:30-	Work time—Finish Query, Press Release Revision, Prepare tentative implementation plans for discussion Saturday	
5:15	Shuttle Departs Bagley Hall	

9/19 Saturday	8:00	Shuttle Departs Silver Cloud	Bagley 330
	8:30-9:00	Exchange Query Letters & Review Turn in Press Release Revision	
	9:00-10:15	Discuss Query Letters Finish Gopen/Swan review of research summaries	
	10:15-10:30	Complete Stipend Forms Break	
	10:30-	Presentation & Discussion of Implementation Plans	
	11:00	Schedule & Process for Follow-up and Reporting-- Working Lunch	Catered/box lunch
	12:15	Adjourn	
	12:15	Shuttle Returns to Silver Cloud	