

NSF WORKSHOP ON SCIENCE JOURNALISM

Science Journalism: From 'Little Story on the Prairie' to Worldwide News



Ecological Society of America

**98th Annual Meeting
Sustainable Pathways:
Learning from the Past
and Shaping the Future
Minneapolis, MN**

**Thursday,
August 8, 2013
11:30 a.m. - 1:15 p.m.
Room 101B**

***Bloom Town: The Wild Life of American Cities.
Out of Africa and Into the American Midwest.
Snails in the Waters, Disease in the Villages.
Where Have All Our Winters Gone?***

These headlines introduced recent ecology news stories. Did these articles attract readers? If so, what's the secret behind their success? Participants in this workshop will learn how to present science in an interesting way while retaining factual accuracy — the key to good science communication and science journalism. Science journalism aims to transmute scientific concepts and results from jargon-based language often understandable only by scientists, to news relevant to the lives of

general readers (listeners/viewers). The workshop explores science writing for a non-scientific audience. Participants will review examples of good science writing from media outlets like the New York Times, Washington Post and New Scientist; "dissect" the structure of science news and feature articles; discuss how popular coverage of science has changed in recent years; and learn the basics of science journalism. Attendees will have the opportunity to engage in a "pitch slam," in which a jargon-free news or feature story idea is presented in one minute, then everyone joins in with feedback. Bring news of your research and give it an audience!

Introductory insights on the importance of science communication will be offered by Ecological Society of America President Scott Collins.

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