

Title: Journalism Skills for Scientists.

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Abstract: The involvement of scientists in active public communication is widely viewed as critical, especially when controversial issues are at play or important policy is being forged.

While publication in the scientific literature is a cornerstone of science, it is important to keep in mind that most people learn about scientific topics through the mass media. Hence, engaging journalists is a powerful conduit for communicating science to the public and policy makers.

As an example, scientific publications are usually read only a handful of scientific peers. In contrast the US Forest Service Missoula Fire Sciences Laboratory and the research of Mark Finney and Jack Cohen was recently featured in the New York Times Magazine which reports an audience of over 2.3 million readers.

This workshop will share practical skills to help scientists successfully engage with journalists and spread the word about research and discoveries. The workshop will be "hands-on" and "experiential" in nature and will feature Dr. Henriette Lowisch associate professor at the UM School of Journalism. Before joining the UM faculty, Dr Lowisch worked for the Agence France-Presse in Berlin, which along with the AP and Reuters is one of the three largest news agencies in the world. She covered climate negotiations and created a health and science desk for AFP's German Service.

In keeping with the Conference theme of Social, Political & Ecological Effects of Large Fires, the workshop is open to scientists, managers, policy makers, students and anyone with an interest in how science is communicated to the public.

Length of Workshop: 2 hours.

Minimum and Maximum Number of Participants: Minimum 10. Maximum No limit.

Special Needs: Internet Connection.

Costs: No additional costs.