



**AMERICAN ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE (AAAS)
MASS MEDIA SCIENCE & ENGINEERING FELLOWS PROGRAM &
PITTS FAMILY MINORITY SCIENCE WRITERS INTERNS PROGRAM
ORIENTATION AGENDA
JUNE 2 – 4, 2015
1200 NEW YORK AVE, NW
WASHINGTON, D.C. 20005**

DAY 1: TUESDAY, JUNE 2, 2015 – REVELLE ROOM, 2ND FLOOR

9:00AM – Continental Breakfast

9:30AM – Welcome and Orientation Overview

Dione Rossiter, 2011 Mass Media Fellow; Director, Mass Media Fellows Program

10:00AM – Science Journalism and the Role of Public Information Officers (PIOs)

Vanessa Wasta, Associate Director, Media Relations and Web Projects, Johns Hopkins Kimmel Cancer Center

10:30AM – Break

10:45PM – Interviewing Techniques

Elizabeth Pennisi, Writer, *Science*

11:15AM – Lunch with an alum

Eric Hand, 2002 Mass Media Fellow; Earth and Planetary Science Reporter, *Science*

11:45AM – Depart AAAS

12:45PM – Tour of NPR

1111 North Capitol Street Northeast, Washington, DC

1:30PM – Q&A with NPR Science Desk

2:45PM – Depart NPR, meeting adjourned

6:30PM – DCSWA & AAAS Happy Hour

The DC Science Writers Association (DCSWA) has invited the Mass Media Fellows and the Pitts Family MSW Interns to their summer happy hour Tuesday, June 2 from 6:30 to 8:00 pm at Vapianos in Chinatown (623-625 H St NW, Washington, DC 20001), 0.3mi from the Renaissance and 0.5mi from AAAS. Come out, eat, drink, relax, and network with fellow science writers!



DAY 2: WEDNESDAY, JUNE 3, 2015 – REVELLE ROOM, 2ND FLOOR

8:30AM – Welcome Breakfast

Breakfast with local affiliates, site mentors and program supporters

9:00AM – Welcome Remarks

Rush Holt, CEO, AAAS

9:45AM How to Find & Pitch a Story

David Grimm, 2003 Mass Media Fellow; Online News Editor, *Science*

Built in Break

Science Writing Workshop

David Grimm

12:15 – Lunch

2:00PM – Writing for the Ear

Bob Hirshon, Program Director, AAAS Technology and Learning; Host, Science Update

3:00PM – Ethics in Science Writing

John Travis, Managing Editor, News, *Science*

3:30PM – Break

3:45PM – Twitter 101

Kyla Hsia, Marketing Associate, AAAS Office of Public Programs

4:45M – Adjourn

*A group dinner is traditionally held on Wednesday evening.
We can discuss interest in this before the meeting is adjourned.*

DAY 3: THURSDAY, JUNE 4, 2015 – REVELLE ROOM, 2ND FLOOR

8:30AM – Breakfast

9:00AM – Program Logistics Overview: Q&A session on program reporting, expenses, etc.
Dione Rossiter, 2011 Mass Media Fellow; Director, Mass Media Fellows Program

9:45AM – Incorporating Multimedia in Journalism
Carla Schaffer, Video and Multimedia Producer, AAAS Office of Public Programs

10:15AM – Break

10:30 – Infographics as a Science Communication Tool
Ilissa Ocko, Post-Doctoral Science Fellow, Environmental Defense Fund

11:30PM – Using EurekAlert! as a News Reporting Resource
Jennifer Holshue, Senior Editorial Coordinator, AAAS Office of Public Programs

12:00PM – Lunch
(Lunch will be available “to go” for those who need to depart for travel)

1:00PM – Adjourn