

## Tentative Schedule for SES 494/598 Science Communication

Date	Class #	Due in Class That Week	Lecture Topic	In-Class Exercise	HW That Week
Jan. 10			<b>No Class</b>		Read + complete the Message Box Workbook for your main research topic
Jan. 17	1	Bring a First Draft of Your Message Box	<b>Intro. &amp; Overview + Elevator Pitches</b>	Workshop Message Boxes and Elevator Pitch	Identify Idea for Proposal + Refine Elevator Pitch
Jan. 24	2	Come Prepared with an Elevator Pitch and Topic for Proposal	<b>Preparing Proposals</b>	Workshop Foolproof Grant Template	Write first draft of an NSF Grad Proposal
Jan. 31	3	First Draft NSF Proposal Due for Peer Workshop (bring printed copy)	<b>Constructive Peer Review</b>	Explain What Proposal About & Peer Workshop Proposals	Revise NSF Proposals + Select a Favorite Journal Article
Feb. 7	4	Second Draft of NSF Proposal Due to Professor (email to Prof) + bring a Favorite Journal Article	<b>Writing Journal Articles (Overview + Intro.s)</b>	Outline a Favorite Journal Article	Write Introduction for a Paper on Your Research
Feb. 14	5	First Draft Paper Introduction Due for Peer Workshop (bring printed copy)	<b>Writing Journal Articles (Disc.)</b>	Explain What Paper About & Peer Workshop Introductions	Second Revision of NSF Proposals
Feb. 21	6	Second NSF Proposal Revision Due to Professor (email to Prof)	<b>Writing Journal Articles (Cont.)</b>		Revise Paper Introductions
Feb. 28	7	Second Draft of Paper Intro. Due to Professor (email to Prof)	<b>No Class - watch video on scientific talks &amp; work on your talk draft</b>		Make slides for 12 min. talk
Mar. 7	<b>Spring Break</b>				
Mar. 14	8	First Draft of your talk due	<b>Peer Workshop Talk drafts</b>		Revise slides and practice delivering it
Mar. 21	9	NA	<b>Media Training with guest Leslie Minton (ASU Media Relations)</b>	Peer Workshop Talk drafts	Video yourself giving your talk
Mar. 28	10	Final video of Talk due to Professor (dropbox/google drive to Prof)	<b>Press Releases with guest Karin Valentine</b>	Revisit Message box from Week 1	Revise Message box and write a press release based on your talk or paper
April 4	11	Turn in Press Release to Prof.	<b>General Audience Project Introduction</b>		TBA
April 11	12	TBA	<b>Web Presence &amp; Social Media in a Professional Context with guest Tanya Harrison</b>		Work on General Audience Project
April 18	13	TBA	<b>General Audience Project working period</b>		Work on General Audience Project
April 25	14	TBA	<b>General Audience Project working period</b>		Work on General Audience Project
May 2	15	Video Milestone TBA	<b>Last Class - Sharing General Audience Projects!</b>		

Communicating to Scientific Audiences

Communicating to General Audiences