

Spring 2013 Calendar

Professional Development Series (PDS) for Post-docs and Graduate Students

- **Please note:** all workshops are open to everyone ,
➤ RSVP is required: <https://csep.cnsi.ucsb.edu/forms/PDS/Registration.php>

Communicating Your Science, Writing for the Public A: “From Journal Article to News Story: Writing About Science to Lay Audiences” – Target audience: All
Janet Mizrahi (Continuing Lecturer, Writing Program) -- Friday, April 5th, 10-11AM, Elings Hall 1601

Making the Most of Your Presentation (in partnership with MRL and the ConvEne IGERT) – Target audience: All
Jean-luc Doumont (Principiae) – Tue, April 9th, 10AM-12noon, ESB 1001

Career Talk: Doing it my way: creating your own job (in partnership with GSDS, MRL and the ConvEne IGERT) -- Target audience: All
Jean-luc Doumont (Consultant for Scientific and Technical Communication, Principiae) – Tue, April 9th, 3-4PM, Elings Hall 1601

Communicating Your Science, Writing for the Public B: “The Opening” – Target audience: All
Craig Cotich (Writing Program) - Wed, April 10th, 3:30-5PM, Elings Hall 1601

Communicating Your Science, Writing for the Public C: “The Middle and The End” – Target audience: All
Karen Lunsford (Writing Program) -- Wed, April 17th, 3:30-5PM, Elings Hall 1601

Communicating Your Science, Writing for the Public D: “Science Writing at The Indy” – Target audience: All
Matt Kettmann (Senior Editor, The Independent), Amy Smith (Copy Chief, The Independent), Craig Cotich (Writing Program) -- Mon, April 22nd, 3:30PM-5PM, Elings Hall 3001

Communicating Your Science, Writing for the Public E: “Wrapping Up and Sending Off to The Indy” – Target audience: All
Karen Lunsford (Writing Program) -- Mon, April 29th, 3:30PM-5PM, Elings Hall 1601

Entrepreneurship for Scientists and Engineers (in partnership with TMP, GSDS and MRL) – Target audience: All
Mike Panesis (TMP Program Manager), Craig Cummings (Entrepreneur In Residence at UCSB), Dr. James Rogers (CEO of aPEEL Technology Inc), Prof. Dave Seibold (TMP Director of GPMP) – Tue, April 30th, 3-4:30PM, Elings Hall 1601

Please check out our website for more information on events, workshop content and schedule:
<http://csep.cnsi.ucsb.edu/graduate/pds> <http://csep.cnsi.ucsb.edu/postdoc/pds>



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Graduate Students for
Diversity in Science



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Communicating Your Science, Writing for the Public:

Are you interested in telling others about your research? Do you want to share your passion for science/engineering with the public? There are many instances when scientists and engineers need to communicate to "the public", but it is not always obvious how to do this effectively. A lack of knowledge about this form of communication can result in missed opportunities to engage the public, or even worse, a misinformed public. This hands-on five-part series will introduce you to the methods used to engage a lay audience and guide you step-by-step through writing an article for publication. One article produced by participants will be selected for publication in The Santa Barbara Independent. This is a great opportunity!

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Session A: "From Journal Article to News Story: Writing About Science to Lay Audiences" – Target audience: All

Janet Mizrahi (Continuing Lecturer, Writing Program) -- Friday, April 5th, 10-11AM, Elings Hall 1601

Communicating complex ideas to people with less knowledge than you takes skill and careful crafting. This workshop will examine the elements of news articles that "translate" complex scientific ideas into language non scientists can digest

About Janet Mizrahi: Prior to joining UCSB's faculty, Janet was a features writer at the *Los Angeles Daily News*, a marcom writer for a Santa Barbara software firm, and managing editor of medically-oriented web sites. She continues to write as a consultant to businesses and is the author of the book, *Fundamentals of Writing for Marketing and Public Relations*. Janet also serves as editor and writer for Dr. Mary Ellen Guffey's [*Business Communication Newsletter*](#). From: <http://www.writing.ucsb.edu/people/academic/janet-mizrahi>

Session B: "The Opening" – Target audience: All

Craig Cotich (Writing Program) - Wed, April 10th, 3:30-5PM, Elings Hall 1601

This session will focus on the openings of science articles, from the traditional news article to longer-form journalism. We'll look at a range of examples to discuss the strengths and weaknesses of each. To get the most out of this session, consider bringing in a "working" first paragraph of your own article. We will have time at the end to peer review others' work.

Session C: "The Middle and The End" – Target audience: All

Karen Lunsford (Writing Program) -- Wed, April 17th, 3:30-5PM, Elings Hall 1601

Continuing to compose your article, this session, led by Prof Karen Lunsford, will discuss how to structure the meat of your story in a clear and compelling manner while holding your reader's interest until the end of your article. Participants should bring their working drafts for in-class time for review.

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Session D: “Science Writing at The Indy” – Target audience: All

Matt Kettmann (Senior Editor, The Independent), Amy Smith (Copy Chief, The Independent), Craig Cotich (Writing Program) -- Mon, April 22nd, 3:30PM-5PM, Elings Hall 3001

In this session, we'll hear from Matt Kettmann (Senior Editor, Independent) and Amy Smith (Copy Chief, Independent), from the Santa Barbara Independent. They will share their experiences working with science writers and writing science articles for the general public. They'll also discuss the types of writing favored by The Indy's readers, which will help you tailor your article to an SB audience.

Session E: “Wrapping Up and Sending Off to The Indy” – Target audience: All

Karen Lunsford (Writing Program) -- Mon, April 29th, 3:30PM-5PM, Elings Hall 1601

This session will conclude the series with an intense session of reviewing your article, making edits and preparing the piece for submission to The Independent.

Making the Most of Your Presentation (in partnership with MRL and the ConvEne IGERT) – Target audience: All

Jean-luc Doumont (Principiae) – Tue, April 9th, 10AM-12noon, ESB 1001

Strong oral presentation skills are a key to success for engineers, scientists, and other professionals, yet many speakers are at a loss to tackle the task. Systematic as they otherwise can be in their work, they go at it intuitively, sometimes haphazardly, with much good will but seldom good results. Based on Dr Doumont's book *Trees, maps, and theorems* about “effective communication for rational minds”, this lecture proposes a systematic way to prepare and deliver presentations. Among others, it covers structure, slides, and delivery, as well as stage fright.

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Career Talk: Doing it my way: creating your own job (in partnership with GSDS, MRL and the ConvEne IGERT) -- Target audience: All

Jean-luc Doumont (Consultant for Scientific and Technical Communication, Principiae) – Tue, April 9th, 3-4PM, Elings Hall 1601

When Jean-luc Doumont embarked on a career in scientific and technical communication, many of his friends commented, “I did not know such a job existed,” while potential clients wondered, “you’re an engineer, so how could you possibly have expertise in communication?” Since then, he has delivered lectures and workshops on all continents but Antarctica, and has a hard time keeping up with the ever growing demand. In this career talk, Jean-luc will reflect on twenty years as a lone ranger: the path that led him to his choices and successes, the joys and pains of doing things his way, and his own approach to work–life balance. He is an engineer from the Louvain School of Engineering and a PhD in applied physics from Stanford University.

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Starting a business can be a professionally and financially rewarding experience. The entrepreneur's life can be especially attractive to scientists and engineers who want to apply their expertise in new and innovative ways. This talk will explain what it means to be an entrepreneur, delve into the benefits and pitfalls of starting a science-based business, and share some experiences from entrepreneurs who have science and engineering advanced degrees.

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