

**"COMMUNICATING SCIENCE: SUGGESTIONS FOR SCIENTISTS"
2018 WESTERN SNOW CONFERENCE SHORT COURSE**

**April 16, 2018 9 a.m. to 2 p.m.
JUDITH MCINTOSH WHITE, PHD, UNM**

TIME	TOPIC	PRESENTER
9 to 9:15	Welcome and Introduction of Presenters	Judith White
9:15 to 9:30	Orientation to the Workshop	Judith White
9:30 to 10:30	Science Communication 101: Message, Audience, Channel	Judith White
10:30 to 11:15	Social Media for Scientists	Kimm Oostman
11:15 to 12:00	Examples of Effective Science Communication for Media and Lay Publics, with Interactive Activities	Judith White Kimm Oostman Denisse Vasquez-Guevara
12:00 to 1:00	Lunch	
1:00 to 1:45	Academic Collaborations for Communicating Science in Ecuador: Examples and Lesson Learned	Denisse Vasquez-Guevara
1:45 to 2:00	Wrap-up	Judith White

Presenters:

Judith McIntosh White, a tenured Associate Professor in the Department of Communication and Journalism at the University of New Mexico, holds graduate degrees in science journalism (College of Veterinary Medicine & Biomedical Sciences) and in agricultural communications (College of Agriculture and Life Sciences) from Texas A&M University. She worked for seven years as an editor with the Texas A&M Agrilife Extension Service, producing books about myriad topics in agricultural science, and as an associate director of Texas A&M's Office of University Marketing and Communication, assigned to the College of Geosciences, the Health Science Center, the College of Science, and the College of Architecture, covering scientific research. Her research interests center on science journalism and health communication.

Kimm Oostman, a UNM doctoral student in the Department of Communication and Journalism, practices primary research in social media use and crisis communication. Curious about the rise in use of social media, her master's thesis explained data collected from hundreds of people who experienced regret while using social media. More recently she observes government, organizational, and celebrity use of social media for branding and messaging purposes. Her dissertation research work involves social media, organizational crises, and public apologies.

Denisse Vásquez-Guevara is a PhD candidate in UNM's interdisciplinary program housed in the Latin American and Iberian Institute, with concentrations in communication and journalism and community and regional planning. She holds an MA in Marketing Communications and a BA in Social Communication & Advertising from the University of Azuay (Ecuador). As a professional, she has worked over 10 years in public relations and communications consulting for transnational and locally-owned industries and business in Ecuador. Her graduate work involves developing a model for science communication that allows researchers to establish engagement with citizen groups in Latin America and culturally-diverse contexts in the US.