Week 1

Theme: Science communication background and theory

1. Science communication goals
2. Science communication strategy
3. How people learn
   a. Science literacy
   b. Deficit model
   c. Science capital
   d. Science identity

Week 2

Theme: Inclusive science communication

1. What is inclusive science communication?
2. Leveling the playing field
   a. Intersectionality
   b. Implicit and explicit biases
   c. Difficult conversations
3. Communicator responsibilities

Week 3

Theme: Challenges and Strategies

1. About your audience
   a. Audience demographics
   b. Finding an audience
   c. Audience input
2. Communication challenges (and solutions)
   a. Finding an audience
   b. Content
   c. Dealing with uncertainty and nuance
   d. Mis-information

Week 4

Theme: Tactics for Communicating With Audiences

1. Message processing
2. Components of an effective message
3. How to construct your message

Week 5

Theme: Presentations and Feedback

1. Communication approaches
   a. Formats
   b. Venues
2. Evaluation strategies
   a. Audience feedback
3. Final presentations