

From: Folta, Kevin M.
Date: Sun, 22 Jun 2014 06:10:02 EDT
To: Val Giddings, , Cami Ryan, , Chassy, Bruce M, , Jon Entine, , Jay Byrne,
CC:
BCC:
Subject: RE: BLP bootcamp Evaluations: a summary

I think the media training is a critical need. That takes a lot of time and practice.

We also should discuss the "reverse BLP bootcamp". Rather than scientists coming to one place, distill the message and have 2-3 people take it on the road to large universities and run a one-day training clinic. It can even use video from this last conference. It seems like it can maybe reach more people.

kf

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"Don't tell me what can't be done. Tell me what needs to be done, and let me do it." -- Norman Borlaug.

Illumination (blog) <http://kfolta.blogspot.com>
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From: Val Giddings [lv@outlook.com]
Sent: Saturday, June 21, 2014 10:36 PM
To: Cami Ryan; Chassy, Bruce M; Jon Entine; Folta, Kevin M.; Jay Byrne
Subject: RE: BLP bootcamp Evaluations: a summary

thanks, Cami! Looks like some good suggestions. I think a little more practical advice along the grounds of actual media training would also probably be helpful.

I am tied up at BIO 2014 in San Diego through Th, and then dealing with family stuff through Monday the 30th. I'll be back in the office on 1 July.

Val

Date: Sat, 21 Jun 2014 18:47:46 -0600
From: cami ryan@usask.ca
Subject: BLP bootcamp Evaluations: a summary
To: bchassy@illinois.edu; jon@jonentine.com; kfolta@ufl.edu; lv@outlook.com; jay.byrne@v-fluence.com

Hello all. I hope that you are enjoying a relaxing weekend. Here is summary of the evaluation forms that we received. I have provided you with some average scores by session according to evaluation category. Other than the odd outlier here or there, most scored quite high. I have also summarized some key comments that we got back. Most have been quite positive but we also got some constructive feedback as well.

- 1) We need to pay more attention to moderation and "management" issues at the next event (for example, we should have better organized our international speakers' session)
- 2) More discussion time was requested
- 3) Less government (people recognized that it was relevant, but we received lots of "boring" comments)
- 4) More Haspel-ish/Ropeik-ish sessions (this social scientist concurs)
- 5) Risk communications, how to manage issues, how to connect with audiences VERY important, very well-received
- 6) More workshop time for social media training
- 7) the "narratives" are a hit... must continue with sessions like this
- 8) Need to pay attention to, draw out, work with the grad students more.

I expect that we will meet sometime this week to de-brief? Maybe after the latest Seralini debacle has been dealt with. I suggest later in the week. Thursday or Friday. Let me know what might work for you. And maybe we don't ALL need to be involved?!?!

cam
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