Ecological Research in Agricultural Landscapes  
The 2013 KBS LTER All Scientist Meeting: Communicating Environmental Science Findings  
Kellogg Hotel & Conference Center, 219 S. Harrison Rd, East Lansing, MI 48824

**Thursday, April 4th, 2013**

**Before 6:30 PM**  
Poster set-up and registration – Centennial Room (available from 4 pm)

**6:30-9:30**  
Poster Reception  
Cash bar, hors d'œuvres, poster session of research in progress – Centennial Room

**Friday, April 5th, 2013**

**7:30-8:30 AM**  
Registration and continental breakfast available – Big Ten Room B

**8:30-9:00**  
Welcome and Agenda Overview – Justin Kunkle, Science Coordinator  
*State of the KBS LTER –* Phil Robertson, Director

**9:00-10:30**  
Research highlights from KBS LTER  
- **Plant Dynamics** – Kay Gross  
- **Aquatic Biogeochemistry** – Steve Hamilton  
- **Insect Dynamics** – Doug Landis  
- **Terrestrial Biogeochemistry** – Phil Robertson  
- **Microbial Dynamics** – Tom Schmidt  
- **Human Dynamics** – Scott Swinton  
- **Education and Outreach** – Julie Doll

**10:30-10:45**  
Investing in Long Term Collaboration: LTER Working Groups as Graduate Student Best Practice – Elise Benveniste, MSU Dept. of Sociology

**10:45**  
Coffee and snack break

**11:00**  
Arthur Lupia, University of Michigan – Keynote Address  
*Communicating Science in Politicized Environments: Lessons from the Study of Attention, Elaboration, and Source Credibility*

**12:00-12:10 PM**  
Instructions for the afternoon session – Julie Doll

**12:10 – 1:30**  
Lunch – Centennial Room

**1:30 – 2:00**  
**Communicating your science: approaching and engaging your audience** – Big Ten Room B  
Kent Cassella, MSU Assistant Vice President for Media Communications

**2:00 – 4:00**  
**Breakout groups: communicating your science** (Participants attend one of four groups)

1. **Michigamme Room:** Communicating to interested citizens (for example, readers of the Detroit Free Press or New York Times or local civic groups)
2. **Riverside Room**: Communicating to agricultural communities (for example, Michigan Farm Bureau or readers of farm magazines)
   a. Communications Advisor: **Beth Stuever**, Team Leader, MSU Agriculture and Natural Resources Communications and **Nicole Heslip**, Agri-News Reporter, Michigan Farm Radio Network
   b. Facilitated by Phil Robertson
3. **Room 61**: Communicating to environmental communities (for example, The Nature Conservancy or Michigan Environmental Council)
   a. Communication Advisor: **Hugh McDiarmid Jr.**, Communications Director, Michigan Environmental Council
   b. Facilitated by Steve Hamilton
4. **Room 62**: Communicating to policymakers (for example, Michigan staffers or local planning committees)
   a. Communication Advisor: **Michael Kovacic**, Director of Stakeholder Relations, MSU College of Agriculture & Natural Resources and **Jeffrey Cobb**, Chief of Staff for Michigan Senate Majority Floor Leader Arlan Meekhof
   b. Facilitated by Doug Landis

**Plenary Session** – Big Ten Room B

**4:00 – 4:20**
Communication Advisor Panel
- Each Communication Advisor shares story lines they heard & worked on with their group, 5 minutes each

**4:20 – 4:50**
Q & A period with Communication Advisor Panel

**4:50 – 5:00**
Closing remarks and next steps – Phil Robertson