

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)

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

- a. Communication Advisor: **Dave Poulson**, Director, MSU Knight Center for Environmental Journalism
- b. Facilitated by Kay Gross
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 <ul style="list-style-type: none">• 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 |