**Morning Sessions (2 hours and 15 minutes)**
Location: Bioengineering Building Auditorium, Room 110

**9:15 a.m.** Welcome & Introductions: Importance of Communicating Your Science
*Presenters:* Kathleen Brady, M.D., Ph.D., Vice President for Research  
Sheila Champlin, Chief Communications and Marketing Officer (CCMO)

**9:30 a.m.** Communicating Your Science Keynote: Getting Your Message Out
*Keynote:* Sonya F. Duhé, Ph.D., Director and Professor, School of Mass Communication at Loyola University

**10:45 a.m.** Moderated Question & Answer Session
*Moderator:* Heather Woolwine, Director, Public Affairs and Media Relations

**11:15 a.m.** Working Lunch

**11:30 a.m.** Finding your Voice and your Audience – Advocating for Biomedical Research
*Presenter:* Paula Traktman, Ph.D., Dean, College of Graduate Studies

**Afternoon Concurrent Sessions (75 minutes each)**

**First set of concurrent sessions**

**12:15 p.m.** Engaging with Policymakers
Uncover strategies for educating legislators on your scientific research, and how this can create valuable opportunities to impact public policy.

*Location:* Bioengineering Building, Room 112
*Moderator:* Mikie Hayes, Copy Editor, Office of Public Affairs & Media Relations  
*Panel:* Mark Sweatman, MPA, Assistant to the President for Governmental Affairs  
Quenton Tompkins, Government Relations Coordinator, MUSC Health  
Mary Greene, Legislative Grassroots Program

**12:15 p.m.** Working Effectively with Journalists
Learn how to advertise your research in the media from a panel of journalists; including, what they look for in a story, how to develop your message, what to do when a reporter calls, and what to expect during an interview.

*Location:* Bioengineering Building, Room 110
*Moderator:* Heather Woolwine, Director, Public Affairs and Media Relations
*Panel:* Mary Katherine Wildeman, Post & Courier  
Alexis Simmons, Live 5  
Carolyn Murray, Channel 2  
Victoria Hansen, SC Public Radio  
Angela Brown, Channel 4
Second set of concurrent sessions

1:30 p.m.  Science Communication Using Social Media
Learn practical tips on how you can contribute to the scientific dialogue on social media, as well as safe social media practices to protect yourself and your research.

Location: Bioengineering Building, Room 110
Moderator: Allyson Crowell, Public Information Director, Office of Development
Panel: Raymond N. DuBois, M.D., Ph.D., Dean, College of Medicine
Kimberly McGhee, Ph.D., Editor, Office of Brand Strategy & Enterprise Marketing
Frances Taylor, Marketing & Communications Specialist, Children’s Hospital &
Women’s Pavilion

1:30 p.m.  Pitching Your Research Concept
Discover strategies from MUSC communication experts on how to condense your key scientific message into a focused "elevator pitch."

Location: Bioengineering Building, Room 112
Moderator: Deborah Reynolds, Director, Enterprise Campaigns & University Communications
Panel: Helen Adams, Digital News Editor, Office of Public Affairs & Media Relations
Cindy Abole, Print Editor for MUSC Catalyst News, Office of Public Affairs & Media Relations
Brazell Brazell, Communications Director, Hollings Cancer Center
Michael G. Schmidt, Ph.D., Professor, Department of Microbiology & Immunology