

Reserve your spot now for Poynter's Science and Environmental Journalism Workshop, Nov. 3

Making Science Storytelling Engaging and Accurate

This is a one-day intensive workshop that will help science and environmental journalists, bloggers and students produce engaging and informative content.

With increasing demand to produce compelling science stories, journalists are also faced with entertainment successes, such as "Shark Week" and "Sharknado," that can confuse scientific fact and fiction. As the need for science stories continues to grow, it has left the American public more misinformed about science than ever.

Join us for a comprehensive day of learning how to pitch, investigate and craft compelling science-based stories in a competitive media landscape to accurately inform the public while keeping them engaged.

You'll learn how to:

- breathe excitement into your stories
- pitch to editors
- tap into research tools that make data accessible
- begin an investigation into an individual or organization

For a detailed seminar description and to register, visit:

www.poynter.org/sci-enviro

Who will benefit: Science and environmental journalists, producers, bloggers, students and anyone interested in reporting about science and the environment.

Cost: The tuition is \$79 for this daylong training at The Poynter Institute in St. Petersburg, Fla. Lunch will be included. Students and SEJ members, please contact us to get a special discount code.

Questions or need more information?

Please contact program coordinator, Andrew DeLong, at 727-553-4704 or email him at adelong@poynter.org.

Faculty:



[Kelly McBride](#)

Vice President of Academic Programs, Poynter



[Jennifer Bogo](#)

Executive Editor, Popular Science



[Angela Posada-Swofford](#)

Freelance Science and Exploration Writer

Poynter's on-site seminars feature the teaching of our world-renowned faculty and some of the industry's most accomplished journalists and media innovators. These events allow participants to learn from each other and leave armed with lots of smart, practical tools. Return to work recharged and inspired!

The Poynter Institute for Media Studies is a leader in journalism education, and a thought leader that stands for uncompromising excellence in journalism, media innovation and 21st century public discourse. Its e-learning division, News University, www.NewsU.org, offers the world's largest online journalism curriculum. The Institute's website, www.Poynter.org, produces 24-hour coverage of news about media, ethics, technology, the business of news and the trends.

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