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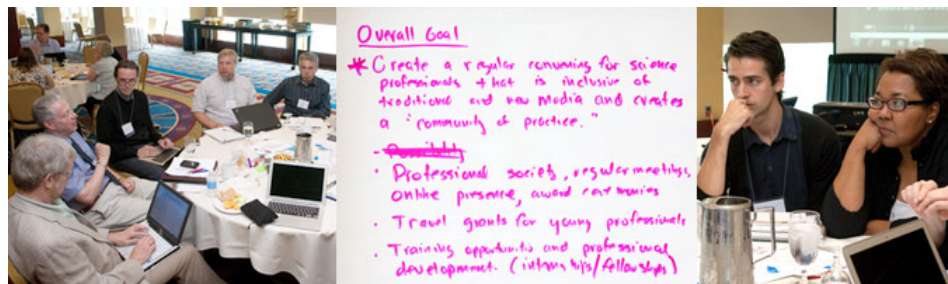
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Outcomes

An important outcome for the CAISE Media Convening was to identify and prioritize critical issues faced by ISE media producers, and then develop a set of shared objectives around which we could collectively begin to organize ourselves. Participants clearly identified needs such as wanting to learn more about each other's projects, building a better evidence base to articulate the impacts and value of ISE media, and the need to bring more young professionals into the community. Some suggested we should think more deeply about audiences and experiment with engagement strategies. Others strongly advocated for more innovative uses of social media technologies to reach underserved, niche, and networked learners.

After two days of lively conversation, convening participants settled around three areas of action with some initial assignments. Below is a summary of these action areas and suggested next steps, several of which include planning for the [2012 PI Meeting](#) March 14-16 in Washington, DC. Please contact the named CAISE representative if you are interested in finding out more, and/or contributing to the effort.

Action Area 1: Building a Community of Science Media Professionals



Overall Goal

- * Create a regular convening for science professionals that is inclusive of traditional and new media and creates a "community of practice."
- ~~possibility~~
- Professional society, regular meetings, online presence, award ceremonies
- Travel grants for young professionals
- Training opportunities and professional development (internships/fellowships)

There was unanimous consensus among the attendees at this convening that the community of STEM media professionals would greatly benefit from the development of a cohesive professional community, where, at present, no formal organization, professional society, or annual conference exists. It was noted that this was the first time some of the most active members of the ISE Media community had come together to exchange ideas, learn about one another's projects, and discuss possible collaborations. Participants agreed on the great value a regular conference would have, similar to what the ASTC or VSA annual meetings provide to the community of science center professionals.

Suggestions for this action area included:

Instigate the creation of a professional organization and a series of (semi) annual gatherings;

Find ways to identify best practices and reward excellence;

Develop on-going training and professional development opportunities with the support of an on-line presence/community;

Ensure the participation of a young and diverse professionals in the emerging community through special initiatives;

Sponsor strands and sessions at 2012 PI Meeting that build off the media convening agenda and support cross-sector connections.

Two specific actions were chosen to take forward:

1. Seek a [conference grant](#) from NSF for one day gathering, possibly connected to the 2012 PI Meeting; and/or pursue a larger grant to stage a gathering (scope scale, TBD) for STEM media professionals broadly defined. Additionally, CAISE as part of its Y6-10 renewal process will explore the viability of sponsoring additional convenings focused on topics such as science communication, journalism and public engagement relevant to ISE media PIs.
2. In preparation of the 2012 PI Meeting, CAISE will organize a working group to develop media related strands, sessions and presentation opportunities; find ways to build excitement and interest in the events and design ways to showcase ISE media projects. The group will identify and develop mechanisms to disseminate and continue discussion on topics with colleagues not in attendance.

The CAISE contacts for this action will be [Jamie Bell](#) and [Marti Louw](#).

Action Area 2: Building Evidence of Impact



Attendees generally agreed that ISE media PIs need to be better able to articulate the value and impacts of their projects to a diverse set of stakeholders, including public audiences, funders, policy makers.

The following objectives were generated to address is this perceived need:

Gather evidence of audience impacts from PIs across the ISE media field (questions, common problems, opportunities still need to be framed).

Create a statement from the science media field about the impact of our work.

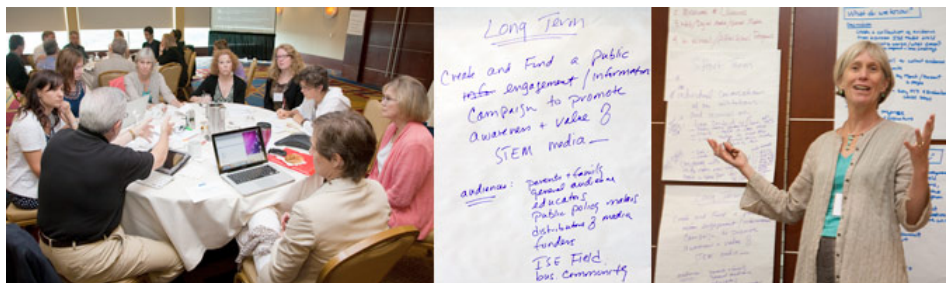
Consider developing a common set of questions, and possibly framing a broad research agenda for media to build a stronger evidence base.

CAISE will spearhead the following action in preparation for the 2012 PI Meeting:

1. Convene a working group of science media PIs, researchers and evaluators to develop a media impacts statement for the 2012 PI Meeting. This group will be responsible for the study design, data capture, analysis and presentation strategies to stakeholder audiences.
2. Synthesize these findings into a short 6-page report/media impacts statement and plan an agenda to support its rollout and discussion.

The CAISE contact for this action will be [Kevin Crowley](#).

Action Area 3: ISE Media Awareness Campaign



Attendees at the CAISE Convening discussed the need for a communication strategy that defines stakeholder audiences and tells our story of impact and value.

The strategies discussed included:

Raising the awareness and visibility of ISE media and, more generally, informal science education projects

Developing distribution channels to seed the science media story;

Consider seeking funding to plan a meeting around this topic to broaden participation, partners and sponsorship of an ISE communication plan.

Short-term actions prior to the 2012 PI Meeting:

Organize a series of conference calls and gather feedback to form a working group.

Discuss how CAISE and ASTC can participate and where these organizations can be of assistance. Ideate with CAISE at it proposes a communication strategy for its Y6-10 renewal proposal;

Several members in the discussion group were going to return to their home institutions and explore avenues for creating a public awareness campaign specifically for STEM media.

The CAISE point person for moving this discussion forward will be [Jamie Bell](#).

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