



Communicating Your Message – workshop for wildlife professionals

October 30, 2018

Hendricks County 4-H Center and Conference Complex
1900 Main St., Danville, Indiana 46122

DRAFT AGENDA

- 8:30 **Registration with refreshments**
- 9:00 **ITWS business meeting**
- 10:20 **Introduction**— Brian MacGowan, Chairperson, ITWS Continuing Education Committee
- 10:30 **Working with the media about controversial topics**—Dr. Fred Whitford, Clinical Engagement Professor, Purdue Pesticide Program, Purdue University
- 12:00 **Buffet Lunch**
- 12:30 **The science of how people interpret messaging**—Beth Forbes, Science Communication Director, Agricultural Communication, Purdue University
- Split up into groups
- Feedback on information about chronic wasting disease and harvesting bobcats
 - Prepare a message for specific audiences
- 2:55 **Closing remarks and evaluation**
- 3:00 **Adjourn**

This event is part of a series of formal Continuing Educational Workshops presented by the Indiana Chapter of the Wildlife Society and Indiana Society of American Foresters in conjunction with Purdue University, Department of Forestry and Natural Resources.

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