

## **NACCB 2020 Interactive Session Wrap-up Report**

**Session:** *Hone Your Pitch! Working with the media to communicate your science*

This session, conducted via Zoom, consisted of a presentation with audience interaction via polls, a “pitch” segment in which 5 participants described their research to a panel of journalists and editors and received feedback before an audience of about 50 people, and then an open discussion with questions and answers.

An additional two participants submitted pitches online. The presentation slideshow and a recording of the pitch and discussion segments as well as additional resources can be found at <https://www.scsparkecience.org/workshops/hone-your-pitch/>; you are welcome to post the recording on your website and share the page with members and conference registrants.

The session was successful. The panelists were impressed by the quality of the pitches, and engagement remained high through the end of the session. We could have used more time! We also learned that we could deliver a session like this successfully in a virtual format, and are likely to do so in the future, with improvements based on lessons learned at NACCB, as part of our science communication training offerings associated with the Second Century Stewardship initiative.

We will be following up with the participants who pitched their research to see if they have worked with the media at all since NACCB.