PA 040a Storytelling for Scientists  
Wednesday nights 7:00-8:30  
Final Performance Friday December 1  
Ramo Auditorium  
Instructor: Brian Brophy and Guest Professors/Artists

To be effective leaders and communicators, scientists need to explain/perform their science. Through a series of writing exercises, improvisation, and performance/vocal techniques with new media, students will explore/discover/write new narratives for the ever-changing 21st century global landscape. The final class culminates in 2 (5-7 minute) talks recorded in front of a live audience December 1, 2017.

Goals:  
--To cultivate a community of creativity and expand a unique social network.  
--To strengthen writing skills and practice public speaking.  
--To enhance your personality and engage your audience with your science storytelling.

Class Schedule  
September 27 Introduction. #1 Credo: What do you believe?  
October 4 Vocal techniques/body language. #2 Write transformation story  
October 11 Perform/read/share stories with co-pilots  
October 18 Performance workshop with stories. #3 Write science story  
October 25 Incorporate new media and perform your first draft of science story  
November 1 Guest lecturer Dr. Cassandra Horii CTLO  
November 8 Rewrite/Practice/Rehearse stories I  
November 15 Rewrite/Practice/Rehearse stories II  
November 29 Rewrite/Practice/Rehearse stories III with AMT’s Leslie Maxfield  
December 1 Friday Final Performance Live Ramo Auditorium 700-830pm

Suggested Reading: Talk Like Ted by Carmine Gallo; Insights of Genius by A.I. Miller; The Voice and the Actor by Cicely Berry; “What is Public Narrative” by Marshall Ganz; This I Believe edited by Jay Allison and Dan Gediman

Writing Assignment:  
1) Credo 350-500 words  
2) Personal story 1000-1200 words  
3) Scientific story: What makes you passionate about science up to 1500 words  
Total Words: 3000+

 ASSIGNMENT # 1 CREDO  
What do you believe? What are the core principles that guide your life? Convictions that motivate your everyday behavior and shape your personal credo: Some titles from the book This I Believe The Personal Philosophies of remarkable Men and Women, include: “The Virtues of the Quiet Hero.” “Disrupting my Comfort Zone.” “I Agree with a Pagan.” “Science Nourishes the Mind and the Soul.” “Talking with the Sun.” “Be Cool to the Pizza Dude.” What is the title of your credo!
ASSIGNMENT #2 PERSONAL STORY
This story comes out of a personal transformative moment from your life; it might still resonate in your everyday actions or unsettles you or keeps you (un)focused. Look at your credos and the subconscious clues in those credos to drive your #2 story. “How do you become what you are supposed to be?”

ASSIGNMENT #3 SCIENCE PASSION STORY
Below are two successful outlines for creating your science passion story.

1) The first outline is synthesized from the mind of Steve Jobs about presentation. Selling and getting to the point: **Headline. Passionate Statement. 3 Three Key Points.** Make your audience remember what you said and inspire you to tell your story with power.


2) The second outline is from Caltech Distinguished Alum Sandra Tsing Loh for her radio science stories heard on NPR--for her, it follows: **A laugh. A gasp. A tear.**

1. **A Laugh** (personal anecdote, wry news item, inside story about the quirky nature of scientists). 2. **A Gasp** (Here is a totally unique new methodology that blows the lid off of anything we could do before, we’ve discovered something surprising about our physical world). 3. **A Tear**. Humanity. Bigger vision, connected to other people--our world).


2) **Opening Question/Puzzle/Mystery:** Add a vivid opener with colour, depth and resonance. Thinking outside the box.

3) **The Middle: Break down the problem into three parts:**
   a) Technical background/history/problems
   b) The new/the wow.
   c) A soupcon of the nitty-gritty. Here is how we have to shift the spectrum. Here is what the output looks like. Here is a promising new material we have been testing.

4) **Pre-Conclusion:** Here is where you start emerging from the specifics. "We are about two years away from..."

5) **Big Finish:** This is a call back to your opening question, which then expands its universe or future even farther. "Someday theoretical chemistry could be used for medicine and space travel..."