PA 040a Storytelling for Scientists
Wednesdays 7:00pm-8:30pm
Final Performance Friday June 8
Ramo Auditorium
Instructor: Brian Brophy and Guests

To be effective leaders and communicators, scientists need to explain/perform their science. Through a series of writing exercises, improvisation, and performance/vocal techniques, students will explore/discover/write new narratives for the ever-changing 21st century global landscape to culminate in 2 (5-7 minute) talks recorded in front of a live audience June 8, 2018.

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
October 3 Introduction. **#1 Credo: What do you believe?**
October 10 Vocal techniques/body language. **#2 Write transformation story**
October 17 Perform/read/share stories with co-pilots
October 24 Performance workshop with stories. **#3 Write science story**
October 31 Incorporate new media and perform your first draft of science story
November 7 Guest lecturer Dr. Cassandra Horii CTLO
November 14 Rewrite/Practice/Rehearse stories I
November 21 Rewrite/Practice/Rehearse stories II with AMT's Leslie Maxfield
November 28 Off
December 7 Rewrite/Practice/Rehearse/Dress Rehearsal
December 9 **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: Science passion story 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 TRANSFORMATION 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.

According to Steve Jobs, specific facts, examples and illustrations gathered through research help you to support your ***One Big Idea*** with: *How does it make my life better? Make meaningful change. Make a compelling story. Common Enemy. Mesmerizing vision. Metaphor/Analogy. Demonstration. Customers. Partners. Props. Videos.*

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).

1) Title Think of clever : *Is Einstein Wrong*--provocative. *Godel, Escher and Bach*--intriguing. *Got Toxo*--simple playful.

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..."