

URMA 2019 Conference Program
University of Houston

Monday, July 22

7:30-10:30 p.m. Registration for Field Trip Attendees
URMA Hospitality Suite, Hilton Americas, Floor 16, Room 16029

Tuesday, July 23

7 a.m. Field Trip Attendees Board Shuttle
East Side of Hilton Americas on Lamar Street

8 a.m.-5 p.m. Optional Field Trip to NASA

7:30-10:30 p.m. Conference Registration
URMA Hospitality Suite, Hilton Americas, Floor 16, Room 16029

Wednesday, July 24

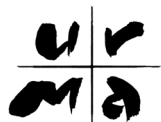
7:45 a.m. Board Shuttle
East Side of Hilton Americas on Lamar Street

8:30 a.m. Registration and Morning Refreshments
UH Student Center, Ballroom 210

9 a.m. **Introduction and Welcome**
Claudia Neuhauser, Associate Vice President for Research

9:15 a.m. **Session 1: Should It Be One Story? The Evolution of NASA's Messaging**
Ralph Grau, Deputy Manager, ISS External Integration, NASA
UH Student Center, Ballroom 210

10:15 a.m. Break

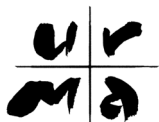


- 10:30 a.m. **Session 2: Mic Your Marketing: Storytelling and Podcasting as Brand Marketing**
Terésa Dowell-Vest, Film and Television Director, Prairie View A&M University
Michelle A. Dowell-Vest, Communications Director and Podcast Host, Women Healing Women
 UH Student Center, Ballroom 210
- 11:45 a.m. Lunch
 UH Hilton, Shamrock Ballroom, Floor 2
- 12:30 p.m. NASA 50th Anniversary of the Moon Landing Events
 UH Student Center, Floor 1
- 1:30 p.m. **Speed Networking**
 UH Student Center, Ballroom 210
- 2:30 p.m. Break, Afternoon Refreshments
- 2:45 p.m. **Session 3: An Engineer Works to Explain His Trade**
John Lienhard, Ph.D., Author and Voice of NPR's The Engines of Our Ingenuity
 UH Student Center, Ballroom 210
- 3:45 p.m. Break
- 4 p.m. **URMA Annual Film Festival**
 UH Student Center Theater, Room 103/203
- 5:15 p.m. Walk to the MD Anderson Library
- 5:30 p.m. **Reception**
Greetings from Mike Rosen, Associate Vice President, Strategic Communications
 Rockwell Pavilion, MD Anderson Library, Floor 2
- 6:30 p.m. Board shuttle to Hilton Americas
 Outside UH Student Center
- 7:30-10:30 p.m. Hospitality Suite
 Hilton Americas, Floor 16, Room 16029

Thursday, July 25

- 7:45 a.m. Board Shuttle
 East Side of Hilton Americas on Lamar Street
- 8:30 a.m. Morning Refreshments
 Rockwell Pavilion, MD Anderson Library, Floor 2
- 9 a.m. **Firehose Sessions:**

 Using Instagram Stories
 Kelly Hochbein, Lehigh University



The Value of Twitter Series Posts
Noel Rubinton, Brown University

Cornell's NYS Impact Initiative
Ted Boscia, Cornell University

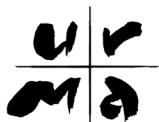
Developing a Dynamic, Online Fact Sheet
Christina Dierkes, Ohio State University

Behold the Scutoid! How the Discovery of a New Shape Went Viral
Lori Friedman, Lehigh University

Make a Research Video in Less Than an Hour
Catherine Zandonella, Princeton University

Beyond the Abstract: Communications Training for Researchers
Beth Potier, University of New Hampshire

- 10 a.m. Break
- 10:15 a.m. **Session 4: Convince Me: How to Sell Your Story in the Age of 24/7 News**
Alex Stuckey, NASA and Science Reporter for the Houston Chronicle
Rockwell Pavilion, MD Anderson Library, Floor 2
- 11: 30 a.m. Lunch
Rockwell Pavilion, MD Anderson Library, Floor 2
- 12:45 p.m. **Session 5: Preparing for the Possibility of Really Fabulous News – Nobel Prize 2018**
Scott Merville and Laura Harvey, MD Anderson Cancer Center
Rockwell Pavilion, MD Anderson Library, Floor 2
- 1:45 p.m. Break
- 2 p.m. **Session 6: How to Communication-ing Clearwise: The Challenges of Engaging the Public Even Though, You Know, Science**
Adam Ruben, Ph.D., Author, Comedian and Molecular Biologist at Johns Hopkins University
Rockwell Pavilion, MD Anderson Library, Floor 2
- 3:15 p.m. Break, Afternoon Refreshments
- 3:30 p.m. **Session 7: Navigating Chaos: How to Lead with Clarity**
Brad Deutser, Creative Strategist, Executive Coach and Founder/CEO of Deutser
Rockwell Pavilion, MD Anderson Library, Floor 2
- 5:30 p.m. Optional Book Club, MD Anderson Library, Digital Media Commons, Floor 2



- 5:30 p.m. Non-Book Clubbers: Board Shuttle Back to Hilton Americas
UH Student Center
- 6:45 p.m. Book Club: Board Shuttle Back to Hilton Americas
UH Student Center
- 7:30-10:30 p.m. Hospitality Suite
Hilton Americas, Floor 16, Room 16029

Friday, July 26

- 7:45 a.m. Board Shuttle
East Side of Hilton Americas on Lamar Street
- 8:30 a.m. Morning Refreshments
Classroom and Business Building, Room 106
- 9 a.m. **Nuts & Bolts Sessions:**
- Optimizing Your Online Content for Search Engines
Diane Boudreau, Arizona State University
- Navigating Story Selection and Approval
Joe Kays, University of Florida
- Technology and Tools for Expanding Communications
Catherine Zandonella, Princeton University
Laura Perry, UCLA
- 10:30 a.m. Break and Group Photo
- 11 a.m. URMA Business Meeting
- 12 p.m. Conference Adjourns
- 12:30 p.m. Board Shuttle to Hilton Americas
Outside Insperity Center, UH Classroom and Business Building (CBB)

