STANDING UP FOR SCIENCE
Media Workshop
FRIDAY 18TH NOVEMBER 2011 | AT THE UNIVERSITY OF GLASGOW

Are you PASSIONATE about your RESEARCH?
Do you think it is important for GOOD SCIENCE and EVIDENCE to be communicated to a wider audience?

What can you do to address SCIENTIFIC MISCONCEPTIONS and MISINFORMATION?

This full day event is FREE and open to early career researchers in all sciences, engineering and medicine (PhD students, post-docs or equivalent in first job)

Science in the media: What happens when research announcements go wrong; statistics are manipulated; risk factors are distorted; or discussions become polarised?
Speakers: Sergio Della Sala, Professor of Human Cognitive Neuroscience, University of Edinburgh; Miles Padgett, Professor of Optics and Kelvin Chair Natural Philosophy, University of Glasgow; Professor Roya Sheikholeslami, Chair of Chemical Process Engineering, University of Edinburgh.

What journalists are looking for: How do journalists approach stories and balance the need for news and entertainment with reporting science? And deal with accusations of polarising debates and misrepresenting facts?
Speakers: Julie-Anne Barnes, Daily Mail; Eleanor Bradford, BBC; Caroline Wilson, Evening Times; Ken MacDonald BBC.

Standing up for science; the nuts and bolts: This session offers practical guidance for early career researchers to get their voices heard in debates about science; how to respond to bad science when you see it; and top tips for if you come face-to-face with a journalist!
Speakers: Tara Womersley, Press and Public Relations for the College of Medicine and Veterinary Medicine, University of Edinburgh; Morgan Thompson, VoYS and ‘Science in the News’ (Harvard University); Julia Wilson, Sense About Science.

"An excellent workshop that has made a big difference to the way I view science in the media."
"Totally changed my perspective on the media and where scientists fit into new stories."
"Good advice. Empowering and engaging."

TO APPLY: Send a CV and short COVERING LETTER to Victoria Murphy (vmurphy@senseaboutscience.org) by FRIDAY 4TH NOVEMBER 2011. Please state any affiliations you hold - our sponsors hold five guaranteed places.

Our workshops are very popular and there are only 40 places available.

Sense About Science is a small charity that equips people to make sense of science and evidence.

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