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STANDING UP FOR SCIENCE

Media Workshop

FRIDAY 27TH MARCH 2015 | AT THE UNIVERSITY OF MANCHESTER

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 **FREE** full day event runs from 10:30am to 5pm and is open to early career researchers and scientists 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 will include Matthew Cobb, Professor of Zoology, University of Manchester; Susanne Shultz, Senior Research Fellow, University of Manchester & Dr Gary Moss, Senior Lecturer in Pharmaceutics, Keele University.

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 will include Victoria Gill, Science Journalist, BBC & Kevin Fitzpatrick, Reporter, BBC Radio Manchester.

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 will include Jamie Brown, Media Relations Officer, University of Manchester; Joanne Thomas, Sense About Science and Claire Marriott, a Voice of Young Science representative.

“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 news stories.”

“Good advice. Empowering and engaging.”

TO APPLY: Send a **CV** and **short COVER LETTER** to Joanne (jthomas@senseaboutscience.org) by **FRIDAY 13TH MARCH 2015**. If you are affiliated with (member of or funded by) any of our partner organisations below, please state in your application – our partners 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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The Association for Clinical Biochemistry & Laboratory Medicine

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