STANDING UP FOR SCIENCE
Media Workshop
FRIDAY 22ND FEBRUARY 2013 | AT NEWCASTLE UNIVERSITY

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 at Newcastle University in all SCIENCES, ENGINEERING AND MEDICINE (PhD students or post-docs).

Science in the media: What happens when research announcements go wrong; statistics are manipulated; risk factors are distorted; or discussions become polarised?
Speakers include: Sir John Burn, Professor of Clinical Genetics, Newcastle University; Dr Catherine Douglas, Researcher in Animal Behaviour and Welfare, Newcastle University; Stephanie Glendinning, Professor of Civil Engineering, Newcastle 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 include: Jeremy Armstrong, North-East correspondent, Daily Mirror; Victoria Gill, Science Journalist, BBC Nature online; Peter Ranscombe, The Scotsman.

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 include: Karen Bidewell, Senior Media Relations Manager, Newcastle University; Victoria Murphy, Sense About Science; 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.”

Deadline extended:
TO APPLY: Send a CV and short COVER LETTER to Victoria (vmurphy@senseaboutscience.org)
by Monday 11th February

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.

Follow us on Twitter | @senseaboutsci | @voiceofyoungsci | #VoYSmediaworkshop