STANDING UP FOR SCIENCE

Media Workshop

FRIDAY 25TH MAY 2012 | AT THE SOCIETY OF CHEMICAL INDUSTRY, LONDON

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 in the PHYSICAL, CHEMICAL and ENGINEERING sciences (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 include: Professor Robert Dorey, Professor of Nanomaterials, Cranfield University; Dr Steve Keevil, MRI Consultant, Guy’s and St Thomas’ Hospital and King’s College London; Dr Emily So, chartered civil engineer & lecturer, Department of Architecture, University of Cambridge.

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: Michael Hanlon, Freelance Journalist; Michelle Martin, Science Radio Producer, BBC; Ian Sample, Science Correspondent, the Guardian.

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: Colin Smith, Press Officer, Imperial College London; Jamie McClelland, Voice of Young Science representative; 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 & short COVER LETTER to Victoria (vmurphy@senseaboutscience.org) by 12pm TUESDAY 15 MAY 2012.

If you are a member of any of our sponsors, below, please state in your application - 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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