STANDING UP FOR SCIENCE
Media Workshop
FRIDAY 15TH JUNE 2012 | AT THE SOCIETY OF BIOLOGY 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 LIFE, MEDICAL and BIOENGINEERING 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: Dr Gia Aradottir, Rothamsted Research; Dr Deirdre Hollingsworth, Junior Research Fellow, School of Public Health, Imperial College London, Professor Malcolm Sperrin Medical Physicist, Royal Berkshire NHS Foundation Trust.

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: Claire Coleman, Freelance Journalist; Jason Palmer, Science & Technology Reporter, BBC News; Richard Van Noorden, Assistant News Editor, Nature.

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: Dr Lucy Harper, Communications Manager, Society for Applied Microbiology; Dr Claire Marriott, 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 and short COVER LETTER to Victoria (vmurphy@senseaboutscience.org) by FRIDAY 1ST JUNE 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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