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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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