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# STANDING UP FOR SCIENCE

## Media Workshop

FRIDAY 13<sup>TH</sup> JUNE 2014 | THE PHYSIOLOGICAL SOCIETY, 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 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 include Dr Tom Crick, Senior Lecturer in Computing Science, Cardiff Metropolitan University; Professor Stephen Keevil, MRI Consultant, Guy's and St Thomas' Hospital and King's College London; Dr Maria Van Kerkhove, Senior Research Fellow, Faculty of Medicine, School of Public Health, Imperial College London.

**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 Anna Buckley, Radio Producer, BBC Science; Claire Coleman, Freelance Journalist; Richard Van Noorden, Assistant News Editor at 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 Gail Wilson, Research Media Officer for the Faculty of Natural Sciences, Imperial College London; Rhys Phillips, Voice of Young Science representative; Victoria Murphy, 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 news stories.”

“Good advice. Empowering and engaging.”

**TO APPLY:** Send a **CV** and **short COVER LETTER** to Victoria ([vmurphy@senseaboutscience.org](mailto:vmurphy@senseaboutscience.org)) by **FRIDAY 30<sup>TH</sup> May 2014**.

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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