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STANDING UP FOR SCIENCE

Media Workshop

FRIDAY 23RD MARCH 2012 | AT THE UNIVERSITY OF MANCHESTER

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 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: Matthew Cobb, Professor of Zoology, University of Manchester; Trevor Cox, Professor of Acoustic Engineering, University of Salford; Dr Carl Rowbottom, Radiotherapy Physics Group Leader, The Christie 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: Rebekah Erlam, Broadcast Journalist, BBC Radio 5 Live; Victoria Gill, Science Journalist, BBC Nature online; Liza Williams, Health Reporter, Liverpool Echo.

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: Lisa Parker-Gomm, External Relations Manager, Institute of Physics and Engineering in Medicine; 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 9TH MARCH 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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