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# STANDING UP FOR SCIENCE

## Media Workshop

FRIDAY 20<sup>TH</sup> SEPTEMBER 2013 | AT THE PHYSIOLOGICAL SOCIETY, LONDON

Are you an **early career pharmacist?**

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, pharmacy 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: Robert Dorey, Professor of Nanomaterials, Cranfield University – plus two more to be confirmed. (Previous speakers have included Dr Emily So, chartered civil engineer & lecturer, Department of Architecture, University of Cambridge; Professor Paddy Regan, Department of Physics, University of Surrey)

**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 – plus two more journalists to be confirmed. (Previous speakers have included Hannah Devlin, *The Times*; Michelle Martin, BBC Science Radio; Ian Sample, *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 to be confirmed. (Previous speakers have included Press Officers, representatives of the VoYS network and Sense About Science staff)

“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 Duncan ([duncan.walsh@rpharms.com](mailto:duncan.walsh@rpharms.com)) by 12 noon MONDAY 9<sup>th</sup> SEPTEMBER 2013.

Our workshops are very popular and there are only 40 places available.

Sense About Science is a charity that equips people to make sense of science and evidence.

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