



Media training for scientists

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Science and the Media: How not to get lost in translation

RSB Outreach and
Engagement Symposium

14th November 2018

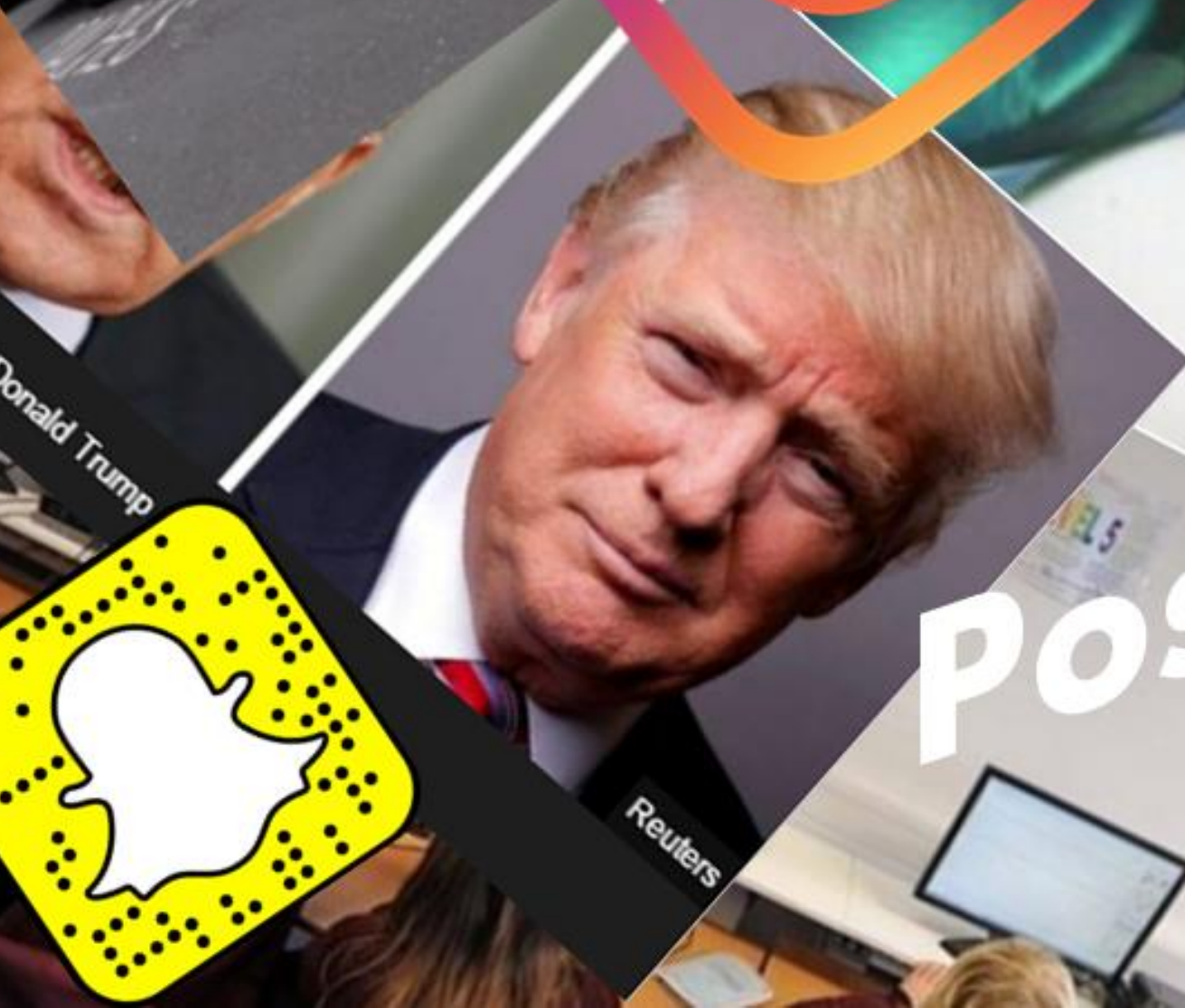




Anti Expert



Fake News



Post-truth



The Headlines



New fears over additives in children's food
The Guardian, 8th May 2007

Mouthwash 'can raise cancer risk'
Metro 13th January 2009

Fears over gender bender chemical in our food packaging
The Daily Express, 30th Jan 2007

Chlorine in tap water 'nearly doubles the risk of birth defects'
Daily Mail 31st May 2008

Cosmetics 'expose women to 175 chemicals in a day'
Daily Mail 4th September 2006

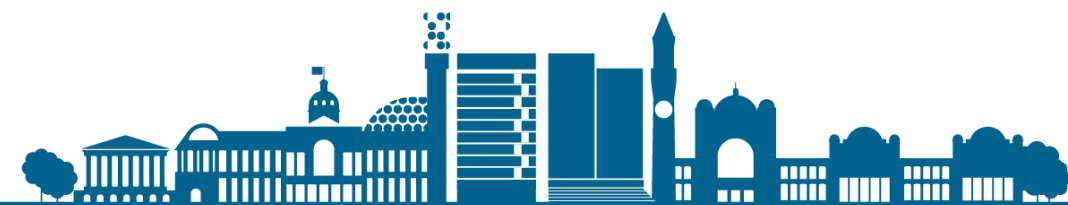
GM vandals force science firms to reduce research
The Times, 16th Oct 2005

Wi-Fi: Children at risk from 'electronic smog'
The Independent 22nd April 2007



A 3D maze with a glowing path leading to the center. The maze is constructed from dark blue, metallic-looking walls on a wooden-textured floor. The path is highlighted with a bright yellow glow, starting from the bottom and winding through the maze towards the center. The text is overlaid on the maze.

How does it work
and how do you start?



Session Overview

- Panel experiences
- Q & A
- Top tips
- A whistle-stop tour!



Panel

Dr Alex Conner
Senior Lecturer, Medical Sciences
BSA Media Fellow



Emma McKinney
Communications Manager
Award-winning journalist



Dr Leah Fitzsimmons
Public Engagement Officer
Ask For Evidence Ambassador



Media Fellowship

Alex Conner

Media Fellow 2017

British Science Association and Mirror-online.



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The Media Fellowship has changed my view on...

- The difference between science communication and genuine dialogue with different communities.
- The power of clicks and the challenge of modern print media
- The importance of humility with politicians and the media
- The difficulty accessing original science within the media community



This fellowship has also changed my view on..



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More importantly, my personal views don't (mostly) matter.



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...And I'm grateful.



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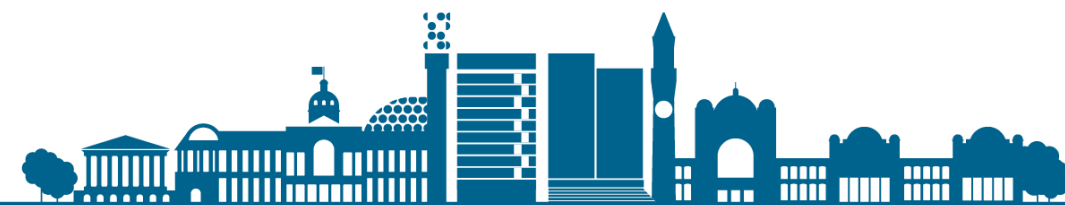
Volunteer

We offer a huge range of volunteer roles, and you don't have to be a scientist to volunteer with us.



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Questions?



Top tips!

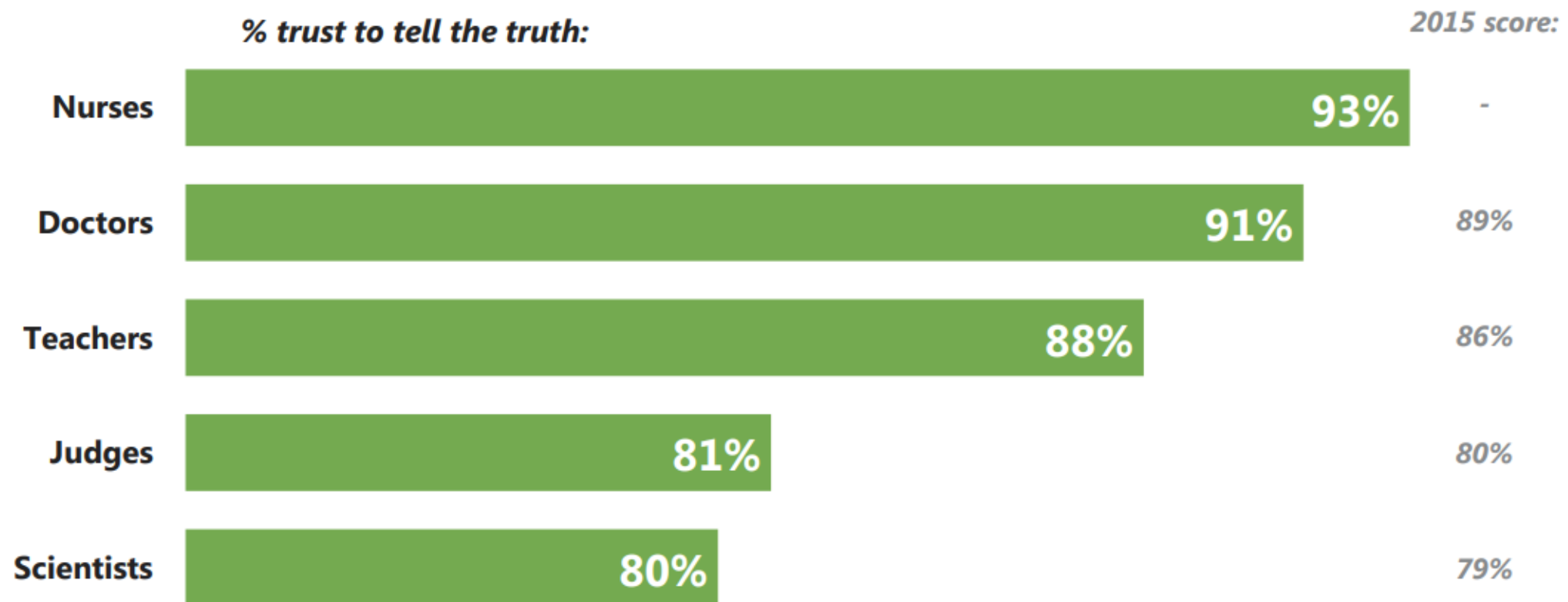
- ✓ Prepare
- ✓ Practice
- ✓ Get support
- ✓ Simplicity
- ✓ Clarity
- ✓ Know the limitations



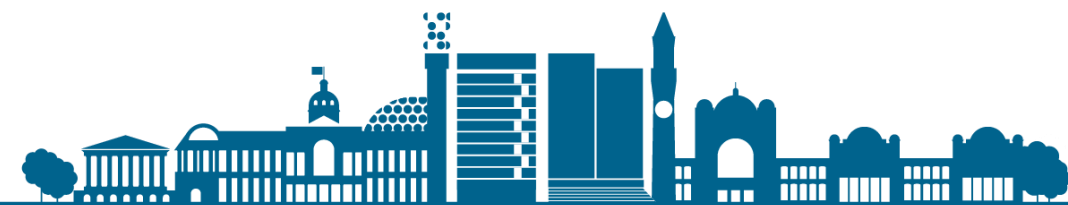
One last thing...

Who do the public trust?

The five most trusted professions, 2016



Thank you!

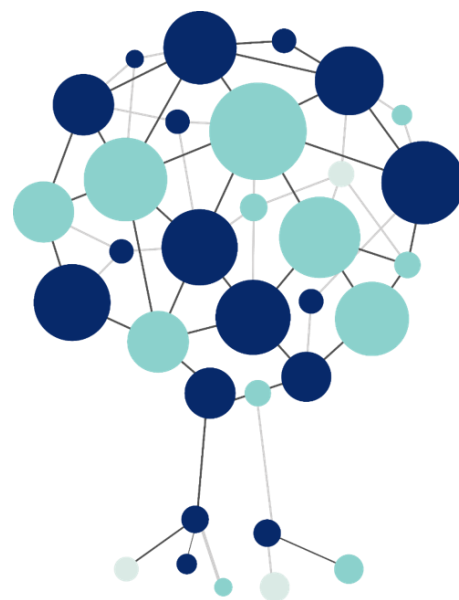




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