

Dear all,

Are you a scientist or engineer with little or no media experience?
Are you working in a field which can provoke media controversy?
Are you interested in how the media works – and how to help journalists report your subject better?

Come to our next **Introduction to the News Media** event on **Wednesday 25th October 2017** at **Worsley Medical Lecture Theatre** at the **University of Leeds** from **1pm to 5pm**. It's a hugely informative, entertaining and popular afternoon. **And it's FREE.**

You will hear from national news science journalists about what makes a story, what drives the news agenda and what they need from you – and you will get a chance to interrogate them on what drives you mad about the media.

You will also hear from press officers working on the front lines of science communication, and from scientists who have worked with the media and lived to tell the tale.

To reserve your place please send your **full name, job title, institution, institutional e-mail address** and **phone number** to introduction@sciencemediacentre.org. But places are limited and we anticipate that the demand for places will be higher than we can accommodate. Senior scientists are especially welcome! And we are really looking for scientists at least part way into their careers – so it's not really aimed at students.

If you have colleagues who might be interested in this event, please forward this email to them.

This is the first session aimed at all scientists that the SMC has run in the north of the country for several years, so don't miss out on your opportunity to attend.

We're looking forward to hearing from you.

Best wishes from all at the Science Media Centre

Additional information

Science has never been as prominent in the news as it is today and it is paramount that the issues be communicated correctly. We have some excellent science journalists in the UK, but the news stories will never be covered as accurately as we want them to be without the direct involvement of the experts themselves.

What is this event?

A beginner's guide to the media, giving an insight into the way the news media works. You will hear from media-experienced scientists, news journalists, science correspondents and press officers about the realities of the news media. Topics include:

- how and why scientists and journalists should engage with each other
- how journalists find stories
- top tips for dealing with the media
- the role of the press officer
- the role of the news editor

It isn't:

Skills-based media training. This session will not prepare you for a confrontation with John Humphrys but it will give a flavour of the media to help you understand its demands and make it easier for you to work with journalists. It will also give you good reasons to forge closer ties with your press office.

Is it for you?

This is only for scientists and engineers who have not had much/any media experience before – we are very limited on space so please don't come along if you are already media trained or have lots of experience of dealing with journalists. It's also especially good for scientists working in areas that are **controversial** and receive a **lot of media coverage**.

It will be very similar to previous SMC Introduction to the News Media days – so **please don't register if you have been to the event before**.

What scientists who have previously attended this event say:

"It gave me a good insight into why the media view is so different- and makes me listen to the views expressed now in a different light."

"Have already had some contacts with the media, but was very nice to hear things from their point of view. Must be said, have not appreciated fully the time pressures they work under."

"I found it one of the most rewarding uses of an afternoon that I can remember."

"I found the event very interesting and useful. I feel more comfortable with the idea of talking to journalists now."

"I thought it was great and gave me at least 5 major take home points which I will use in the future."

"Really enjoyed the meeting and found it very informative."

"We have needed an event like this for a long time."

The event will be divided up into two sessions with a tea break, and we'll finish off over a glass of wine and the opportunity to network informally with your peers. I'll get back to you with more information closer to the time.

The event is completely **free of charge**. However, owing to the size of the lecture theatre, numbers will be limited so we are keen to give these limited places to those of you who will benefit most from this event.

Finally – please do not request a place unless you are absolutely sure you can attend this session and it is definitely in your diary. Places are limited and the demand for places is usually higher than we can accommodate.