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
The Headlines

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

Mouthwash ‘can raise cancer risk’
Metro 13th January 2009

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

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

Wi-Fi: Children at risk from 'electronic smog'
The Independent 22nd April 2007
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.
The Media Fellowship has changed my view on...
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..
More importantly, my personal views don’t (mostly) matter.
...And I’m grateful.
Questions?
Top tips!

- Prepare
- Practice
- Get support
- Simplicity
- Clarity
- Know the limitations
Who do the public trust?

**The five most trusted professions, 2016**

<table>
<thead>
<tr>
<th>Profession</th>
<th>% trust to tell the truth</th>
<th>2015 score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurses</td>
<td>93%</td>
<td></td>
</tr>
<tr>
<td>Doctors</td>
<td>91%</td>
<td>89%</td>
</tr>
<tr>
<td>Teachers</td>
<td>88%</td>
<td>86%</td>
</tr>
<tr>
<td>Judges</td>
<td>81%</td>
<td>80%</td>
</tr>
<tr>
<td>Scientists</td>
<td>80%</td>
<td>79%</td>
</tr>
</tbody>
</table>

Base: 1,019 British adults aged 15+, fieldwork 14th October – 1st November 2016
Thank you!
biosciences outreach & engagement symposium

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