Introduction to the News Media

Programme of Events: Wednesday 25 October 2017

Worsley Medical Lecture Theatre, University of Leeds, Leeds

12:30 – 13:00  Registration, tea & coffee

13:00 – 13:05  Welcome address
   Alice Kay, Press Officer, Science Media Centre

13:05 – 13:30  What is the Science Media Centre?
   Alice Kay, Press Officer, Science Media Centre

13:30 – 13:50  Working with your press office
   Rachel Barson, Head of Media Relations, University of Leeds

13:50 – 15:00  Journalist panel session
   Rachael Buchanan, Medical Producer, BBC News
   Robin McKie, Science Editor, The Observer
   Christina Earle, Health Journalist, The Sun

15:00 – 15:25  Tea & coffee

15:25 – 16:30  Scientist panel session
   Prof Sir Doug Turnbull, Director of the Wellcome Centre for Mitochondrial Research, Newcastle University
   Prof Tara Spires-Jones, Deputy Director of the Centre for Discovery Brain Sciences, University of Edinburgh
   Prof Andy Shepherd, Director of the Centre for Polar Observation and Modelling, University of Leeds

16:30 – 16:50  ‘Top Tips’ for working with the media
   Simon Wilde, Head of Communications, Health Research Authority

16:50 – 17:00  Closing remarks
   TBC

17:00 – 18:00  Drinks reception

Find out more about the Science Media Centre at http://www.sciencemediacentre.org/.
You can contact us at smc@sciencemediacentre.org or 020 7611 8300