



# Introduction to the News Media

## Programme of Events: Wednesday 25 October 2017

Worsley Medical Lecture Theatre, University of Leeds, Leeds

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

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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*

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**15:00 – 15:25**      **Tea & coffee**

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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

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**17:00 – 18:00**      **Drinks reception**

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Find out more about the Science Media Centre at <http://www.sciencemediacentre.org/>.  
You can contact us at [smc@sciencemediacentre.org](mailto:smc@sciencemediacentre.org) or 020 7611 8300