



Introduction to the News Media

12-5pm Tuesday 5th March 2024

University of Sheffield, Firth Hall, Firth Court, Western Bank, S10 2TN

12:00 – 13:00 Registration and lunch

13.00 - 13.05 **Welcome address**
Freya Robb, Senior Press Officer, SMC

13:05 – 13:35 **What is the Science Media Centre?**
Ed Day, Press Officer, SMC

13:35 – 14:00 **Working with your press office**
Amy Huxtable, Media and PR Officer, University of Sheffield
Shemina Davis, Senior Media Relations Manager, University of Sheffield

14:00 – 15:05 **Journalist panel session**
Tom Heap, The Climate Show with Tom Heap, Sky News & BBC Countryfile
Ethan Ennals, Associate Health Editor, Mail on Sunday
Nicola Davis, Science Correspondent, Guardian
Adam Fowler, Reporter, ITV Calendar

15:05 – 15:35 Refreshments

15:35 – 16:40 **Scientist panel session**
Prof Jonathan Ball, Deputy Director of Liverpool School of Tropical Medicine and Professor of Molecular Virology
Prof Bernadka Dubicka, Chair of Child and Adolescent Psychiatry, Hull York Medical School, University of York
Prof Jon Gibbins, Professor of Carbon Capture and Storage, University of Sheffield and Director, UK CCS Research Community Network
Prof Janet Cade, Head of the Nutritional Epidemiology Group, University of Leeds

16:40 – 16:55 **Final comments**
Prof Sue Hartley, Vice-President for Research & Innovation, University of Sheffield

17:00 – 18:00 Drinks reception

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