



FUNDAÇÃO CALOUSTE GULBENKIAN
Instituto Gulbenkian de Ciência



Communicating Scientific Research 2010 Workshop

Instituto Gulbenkian de Ciência, Oeiras, Portugal
18 - 20 January 2010

PRELIMINARY PROGRAMME

Monday, 18th January

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|-------------|--|
| 9:00 | Registration |
| 9:30-10:00 | Welcome and Introductions |
| 10:00-11:30 | Science and the Media: the scientists' view
<i>Barriers to communicating science through the media; success stories and bad experiences</i>
Chairs: Alice Tuff & Leonor Sierra (VoYS)
Scientists: Monica Dias (IGC), Elvira Fortunato (UNL) |
| 11:30-11:45 | COFFEE |
| 11:45-13:15 | What journalists are looking for
<i>Priorities, news values, deadlines, headlines, how the newsroom works, Q & A</i>
Chairs: Alice Tuff & Leonor Sierra (VoYS)
Journalists: Malcolm Love (producer and media trainer), Teresa Firmino (Público), Vasco Trigo (RTP), Ana Paula Gomes (RDP) |
| 13:15-14:15 | LUNCH |
| 14:45-15:15 | Standing up for Science: the nuts and bolts
<i>Encouraging good science in the public domain</i>
Alice Tuff, Leonor Sierra and Maria Cruz (VoYS) |
| 15:15-15:45 | Writing for the Media: the press release
<i>Aims, audience, structure, form</i>
Ana Godinho & Sílvia Castro (IGC) |
| 15:45-16:00 | COFFEE |
| 16:00-18:00 | Press Release practical
<i>Group work activity with facilitated feedback</i> |

Tuesday, 19th January

- 9:00-9:45 Media interviewing
Different types of interviewers, interview tactics, responding to difficult questions
Malcolm Love (Producer and media trainer)
- 9:45-10:30 When the TV crew arrives
Location, background noise, editing, timings
Suely Costa (SIC)
- 10:30-10:45 COFFEE
- 10:45-13:00 Work in pairs followed by 'live' television interviews with journalist/interviewer
Malcolm Love (Producer and media trainer), Suely Costa (SIC)
- 13:00-14:00 LUNCH
- 14:00-15:00 Science Communication on the web
Internet, blogs, social networks, YouTube
Sofia Araujo (IBMB-CSIC) & Silvia Castro (IGC)
- 15:00-16:30 Communicating with the public
Audiences, budget, aims, realising the potential of hands-on activities, evaluation, getting funding, dialogue and debate, examples
Frank Burnet (UWE) & Ana Godinho (IGC)
Introduction to Public engagement activity
Introduce practical project: target audience, limited budget and theme/topic; preparation for audience research
Ana Godinho (IGC)
- 16:30-16:45 COFFEE
- 16:45-18:30 Audience research (drinks/finger food served)
Each group will have the chance to meet members of their target audience (e.g. students, families, patients, journalists), and find out about what interests/engages/ motivates them. The results of this research will feed in to planning their activity/event

Wednesday, 20th January

- 9:00-12:00 Group work – project development
Groups will prepare a plan for their event/public engagement activity. This will include objective, budget, activity detail, logistics, resources, promotional/communications plan etc

- 13:00-14:00 LUNCH
- 14:00-16:00 Project presentations to a panel
Panel: Ana Godinho; Malcolm Love; Frank Burnet, Sofia Araujo,
Mónica Dias, Member of Public
- 16:00-17:00 Feedback and Wrap-up