

EMBO media workshop 2001



09:00 Talks from the invited journalists

09:00 Vivienne Parry (BBC TV, UK): What the public want to know, and when they want to know it

09:40 David McNab (BBC TV, UK): The scientific documentary

10:20 Coffee

10:50 David Derbyshire (The Telegraph newspaper, UK): science reporting at a national newspaper - how stories develop and are reported

11:30 Holger Breithaupt (EMBO reports): Blame the press! Is there such a thing as journalistic ethics?

The above talks will include the background of the speaker, a discussion of science communication from the perspective of the speaker, and case studies of examples of good and bad communication of science.

11:50 Panel discussion

Vivienne Parry, David McNab, David Derbyshire, Holger Breithaupt

12:30 - 13:30 Lunch

13:30 Interviews and discussion session

Fellows selected by the journalists on the basis of their talks during the meeting, will be interviewed live in front of the audience on their science, as if for a radio broadcast, newspaper article or TV documentary. After each interview there will be a panel dissection of the interview. The journalists will be prepared for this session, having witnessed the talks, and decided in advance whom to interview; the fellows on the other hand will not know who will be chosen, and this should add some excitement to the exercise! Vivienne Parry to lead a general panel discussion of communication of science in the light of all that has gone before.

16:00 at latest, meeting ends.