



## EMBO media workshop 2004

Thursday 10 June

09:00	Introduction, Andrew Moore, Science and Society Programme Manager, EMBO	
09:05	Talk: "How the Media work", Bernard Dixon, OBE, ex Editor of New Scientist, UK followed by discussion	
10:00	Discussion on newspaper articles	
11:00	Coffee break	
11:15	Writing exercise and discussion	
12:15	Risk communication with the public	
12:45	Lunch	
13:15	SMALL OPERON Talk: "Popularising science", Bernard Dixon	LARGE OPERON Talk: "A scientist's experience", Reinhard Jahn, Dept. of Neurobiology, Max-Planck-Institute for Biophysical Chemistry, Göttingen, Germany Talk: "Media relations", Andrew Moore
14:15	Talk: "Popularising science", Bernard Dixon	Talk: "A scientist's experience", Reinhard Jahn, Dept. of Neurobiology, Max-Planck-Institute for Biophysical Chemistry, Göttingen, Germany Talk: "Media relations", Andrew Moore
15:15	Coffee break	
15:30	Interviews and role playing	
16:30	Being proactive initiatives	
17:00	Panel discussion with Bernard Dixon, Reinhard Jahn, Andrew Moore	
17:30	Workshop ends	