



## EMBO media workshop 2005

**Saturday, 18 June**

09:00	Introduction, Andrew Moore, Science and Society Programme Manager, EMBO
09:10	Talk: <b>"Science on the airwaves"</b> Deborah Cohen, Editor of the Radio Science Unit, BBC, UK
09:50	Talk: <b>"A scientist in communications-land"</b> Gill Samuels, CBE, formerly Executive Director, Science Policy & Scientific Affairs, Europe, Pfizer UK
10:30	Talk: <b>"Science in the broadsheets"</b> Alok Jha, Science Correspondent, The Guardian, UK
11:10	 <b>Coffee break</b>
11:30	Discussion panel
12:30	 <b>Lunch</b>
13:30	Award of the <b><u>EMBO Science Writing Prize</u></b> and talk by the winner
13:50	<b>"Warming (up) to the media"</b> : an interactive presentation in preparation for live interviews with invited journalists, Andrew Moore
14:20	Live interviews with the invited journalists
15:20	 <b>Coffee break</b>
15:40	Closing discussion with the invited speakers
16:30	Workshop ends