



Media workshop: 23 June 2007, Heidelberg

Programme

- 09:00 **Introduction: Andrew Moore, Organiser, and Programme Manager for Science & Society, EMBO**
- 09:10 **Talk 1: Print journalist:
Björn Schwentker, freelance, Göttingen, Germany**
- 09:50 **Talk 2: Scientists experienced in communication with the media:
Stefan Wiemann, Co-ordinator of the German cDNA Consortium,
German Cancer Research Center, Heidelberg**
- 10:20 **Talk 3: Press Officer:
Nancy Mendoza, Royal Institution Science Media Center, UK**
- 13:30 **A bit of bioethics:
Talk: Bioethicist experienced in media communication: Matthias
Kaiser, Norwegian Ethics Council, Oslo, Norway**
- 14:00 **Exercise in thinking about research and its impact: Andrew Moore**
- 15:00 **Interactive communication exercises: Andrew Moore**
- 15:30 **Interviews with the journalist: Björn Schwentker**