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Type: **Talk**

10 principles for communicating science in the media

Thursday, 18 June 2015 17:05 (10 minutes)

This talk is about one very large, very important, yet notorious difficult to reach target group: the public. The public crave an understanding of how research applies to the real-world and their everyday lives. Reaching out and generating coverage for this target group is about identifying a story that they will want to hear about. In this session, attendees will learn about the challenges of identifying the right stories and the realities of liaising with multiple institutions, scientists and press officers to generate press coverage that matters.

During this talk, we will:

- Cover how to identify, develop and place a story
- Share 10 principles for communicating science in the media
- Have an open discussion sharing challenges and offering solutions

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Session Classification: Parallel Session 2

Track Classification: Communication to target groups