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## Turning a Science Crisis into a Communication Opportunity

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Crisis and controversy have dogged scientific research since its infancy. Whether your area of research is climate change, genomics, or physics, in today's fast-paced news environment all it takes is one blog post to generate a storm of negative attention for your work. But take heart: there are time-tested ways to take that attention and turn it to your advantage. In this workshop, science communicators from physics labs in Europe will discuss three high-profile crises involving their labs' research. Each will describe their strategy for dealing with the crisis in the short term and the long-term benefit to their researchers from the media attention and relationships that were put into place during the time of crisis. This engaging and interactive workshop will challenge researchers and communicators to examine their prejudices and re-consider the best way of communicating science in 'risky' situations.

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