

Tuesday 26 October 2021, 11:00AM – 2.30PM AEDT | online

Facilitated by Dr Joe Milton from Australian Science Media Centre, join us for an informative and interactive workshop on how to best communicate your science. Dr Milton is an evolutionary biologist who, after studying plants for ten years at various Scottish universities, made a move into journalism. Since then, he has worked as the assistant editor of a scientific journal, *The Biologist*, and worked as a journalist at the *Financial Times*, *Nature* and *New Scientist*, among others. Dr Milton is a regular guest on *ABC Radio National Drive's Research Filter* slot, chatting science with host Patricia Karvelas, on *ABC Radio Darwin Mornings*, and on *ABC Nightlife*. Guest presenter Tegan Taylor, ABC Science Journalist will also join us and provide invaluable tips on what makes good science news.

Participants: AAHMS Mentorship Program participants, Associate Members, Fellows and invited guests

11.00 am	<p>WELCOME</p> <p>Professor Louise Baur AM FAHMS Mentorship Committee Chair, Australian Academy of Health and Medical Sciences</p> <p>Professor Ingrid Scheffer AO FRS FAA FAHMS President, Australian Academy of Health and Medical Sciences</p>
11.10 am	<p>You and the media <i>Facilitator: Dr Joe Milton, Australian Science Media Centre</i></p>
	<p>In this opening session learn how to explain complex science to a lay audience. We will discuss the media; what journalists want and when is science news. We will also explore the media landscape, the rise of video and why avoiding jargon is important.</p>
12.30	<p>Break – 15 minutes</p>
12.45	<p>Meet the journo <i>Presenter: Tegan Taylor, ABC Science Journalist</i></p>
	<p>ABC health and science reporter and <i>Coronacast</i> co-host Tegan Taylor will briefly discuss what makes a good science interview, how respond to questions in a way that increases public understanding, and what to expect when working with journalists. There will be ample time to ask questions, so please take this opportunity to ask one of Australia's best-known science journalists about how you can better communicate your science.</p> <p>Tegan also co-hosts <i>ABC Radio National's Health Report</i> and hosts the live event series and radio/podcast <i>Ockham's Razor</i>. She's been known to pop up on <i>RN Life Matters</i>, <i>Triple J</i> and in the Best of Australian Science Writing. In 2020, <i>Coronacast</i> won a Walkley award and the Eureka Prize for Science Journalism. Tegan was previously a producer on the ABC's national digital newsdesk, a journalism lecturer at The University of Queensland and, long ago, a newspaper reporter.</p>
1.25	<p>The recipe of news stories and the art of interviews <i>Facilitator: Dr Joe Milton, Australian Science Media Centre</i></p>
	<p>We will start this session with a hands-on activity on using active versus passive voice, then delve into the power of imagery, analogy and simile. We will then focus on the ingredients that make good TV news, then explore how to plan and prepare for interviews and dissect some interview case studies.</p>
1.40	<p>Social media: Which channel and why <i>Facilitator: Dr Joe Milton, Australian Science Media Centre</i></p>
	<p>In this session we will uncover the basics of social media and how it can enhance your profile. We will discuss the uses and differences between traditional and social media and how to manage your online presence. We will explore the various types of social media platforms and provide tips on how to avoid the pitfalls.</p>
2.30	<p>Workshop close</p>