



Introduction to the News Media

Programme of Events: Wednesday 25 October 2017

Worsley Medical Lecture Theatre, University of Leeds, Leeds

12:30 – 13:00 **Registration, tea & coffee**

13:00 – 13:05 **Welcome address**
Alice Kay, Press Officer, Science Media Centre

13:05 – 13:30 **What is the Science Media Centre?**
Alice Kay, Press Officer, Science Media Centre

13:30 – 13:50 **Working with your press office**
Rachel Barson, Head of Media Relations, University of Leeds

13:50 – 15:00 **Journalist panel session**
Rachael Buchanan, Medical Producer, *BBC News*
Robin McKie, Science Editor, *The Observer*
Christina Earle, Health Journalist, *The Sun*

15:00 – 15:25 **Tea & coffee**

15:25 – 16:30 **Scientist panel session**
Prof Sir Doug Turnbull, Director of the Wellcome Centre for Mitochondrial Research, Newcastle University
Prof Tara Spires-Jones, Deputy Director of the Centre for Discovery Brain Sciences, University of Edinburgh
Prof Andy Shepherd, Director of the Centre for Polar Observation and Modelling, University of Leeds

16:30 – 16:50 **'Top Tips' for working with the media**
Simon Wilde, Head of Communications, Health Research Authority

16:50 – 17:00 **Closing remarks**
TBC

17:00 – 18:00 **Drinks reception**
