

Australian Science Communicators SA Event

ASCSA media training workshop

With Rob Morrison

Date: Monday 6 September

Time: 6pm-9pm

**Venue: RiAus Main Auditorium
The Science Exchange
Exchange Place
Adelaide**

Bookings: at <http://robmorrisonmediworkshop.eventbrite.com>. Note that clicking on the link may not work, in which case please type the url into your browser.

Cost: Free to ASCSA members, non-members \$40, Students \$25. Payment at the door please. Workshop limited to 40 people.

What may be very important in science may still not be considered newsworthy by the media. The media have their own priorities, and it can be difficult to get media coverage for stories about scientific issues that are important but complex, or threatening, or lacking in visual possibilities, or are not in tune with journalistic misconceptions. A science story is often just not eye-catching enough to make past an editor amongst a mountain of “more” newsworthy stories.

So a different approach is needed. This workshop will introduce critical issues in the preparation of a science research story for the media, whether it be a media release or a radio or TV interview.

You will get to write, practice and discuss how this can be done, with Rob Morrison, one of the most experienced science communicators in Australia. He has 40 years of experience under his belt as a TV and radio broadcaster, 34 science and natural history books, with 13 more co-authored, and dozens of articles

He has also won many national and international awards, including two Eureka Prizes, one being the Australian Government Eureka Prize for the Promotion of Science, the Michael Daley Award for Science Journalism, and the inaugural SA South Australian Government award for Excellence in Science Communication. In 2004, he was awarded the Order of Australia for Science Communication and Conservation.

Who better to cover such ground?

Please email Richard.musgrove@sa.gov.au if you need further information. You will be sent the workshop agenda on registration.