



# SCIENCE | MEDIA | SAVVY



## TWO-DAY COURSE: MEDIA SKILLS FOR SCIENTISTS

Hamilton  
7-8 AUGUST 2014  
University of Waikato

Science Media SAVVY is designed to give scientists and researchers the confidence and skills they need to engage effectively with the wider public through broadcast, print and social media.

Participants gain practical techniques to improve their communication, deal with nerves, adapt their message to their audience, influence headlines, and respond effectively when an interview becomes challenging.

Active researchers at any level of prior media experience are welcome to apply.

- IMPROVE PUBLIC OUTREACH
- GET YOUR MESSAGE OUT
- ENGAGE WITH JOURNALISTS
- LEARN HOW TO HANDLE CONTROVERSY AND RISK

For more info contact:  
Science Media Centre  
+64 4 499 5476  
[smc@sciencemediacentre.co.nz](mailto:smc@sciencemediacentre.co.nz)

Applications close MON 7 JULY @ 12 noon  
Course fees: \$595 +GST  
APPLY NOW: [WWW.SCIENCEMEDIACENTRE.CO.NZ](http://WWW.SCIENCEMEDIACENTRE.CO.NZ)