

<b>Media, disasters and the public Communications workshop</b>		<b>Friday 10 October</b>
Time	Session	Speaker(s)
<b>9:00</b>	Opening remarks	Peter Gluckman (Prime Minister's Chief Science Adviser)
<b>9:15</b>	Experiences from the 'front lines'	Kelvin Berryman (Natural Hazards Research Platform)
<b>9:30</b>	ACTIVITY: Media experiences, stereotypes and fears	Sara McBride (Joint Centre for Disaster Research), Dacia Herbulock (Science Media Centre)
<b>10:00</b>	Science communication throughout the scientific process	Mark Quigley (University of Canterbury)
<b>10:40</b>	<b>MORNING TEA</b>	
<b>11:00</b>	Translating 'science speak' for the public in disaster	Julia Becker (GNS Science)
<b>11:15</b>	How the changing media landscape affects you	Peter Griffin (Science Media Centre)
<b>11:35</b>	What to do with politicians in a crisis	Steve Maharey (Massey University)
<b>12:00</b>	ACTIVITY: Scientists on camera - what your audience sees	Dacia Herbulock (SMC), Peter Griffin (SMC)
<b>12:35</b>	<b>LUNCH</b>	
<b>1:15</b>	Breakout sessions A / B	
	A: Social media	Sara Page (GeoNet), Kimberley Collins (Tweet Your Science)
	B: Trauma: what the audience hears	Ian de Terte (Massey University), Elspeth Tilley (Massey University)
<b>2:00</b>	Breakout sessions C / D	
	C: Strategies for communicating uncertainty	Emma Hudson-Doyle (JCDR), Jared Thomas (Opus), Dacia Herbulock (SMC)
	D: Lessons from Cyclones Lusi, Ita and the Matariki storm	Kerry McSaveney (Wellington Regional Emergency Management Office), Jacqui Bridges (MetService)
<b>2:45</b>	<b>AFTERNOON TEA</b>	
<b>3:00</b>	What media need in a crisis: Journalists' perspectives	Paul Gorman (The Press), Renee Graham (TVNZ)
<b>3:30</b>	<b>DISCUSSION</b>	
<b>4:00</b>	Unified voice or multiple perspectives in public: Is consistent messaging important for scientists?	Chair: Peter Griffin, Panel: Paul Gorman, Kelvin Berryman, Mark Quigley, Helen Jack (ECan)
<b>4:45</b>	Concluding remarks	Kelvin Berryman
<b>5:00</b>	<b>DAY ENDS</b>	

## Speakers



### **Professor Sir Peter Gluckman - Prime Minister's Chief Science Advisor**

Professor Sir Peter Gluckman is the first Chief Science Advisor to the Prime Minister of NZ, a position created in 2009. He was the founding Director of the Liggins Institute at the University of Auckland, and is internationally respected for his pioneering work in pediatric research, evolutionary medicine and in promoting the use of evidence in policy formation and the translation of scientific knowledge into better social, economic, and environmental outcomes.



### **Kelvin Berryman - GNS Science, Manager: Natural Hazards Research Platform**

Dr Berryman is the Director of Natural Hazards Research Platform, GNS Science and has more than 30 years of professional experience in natural hazards research and its applications. He has authored more than 300 peer-reviewed publications and client reports, and worked on projects in nine different countries.



### **Hon. Steve Maharey - Vice-Chancellor, Massey University**

Steve's extensive experience in Government includes a wide range of Ministerial roles, including Research, Science & Technology, Broadcasting and Minister Responsible for CRIs, TVNZ and Chair of the Cabinet Social Development Committee for eighteen years from 1990 until 2008. Prior to this, Steve was also a lecturer in Sociology and Business Administration at Massey University.



### **Sara McBride, Joint Centre for Disaster Research (Massey / GNS)**

Sara has worked in communications for 14 years in New Zealand, the US and Solomon Islands. Her speciality is crisis communication; she has worked in the Samoa Tsunami 2009, TC Evans in Fiji in 2012, and the Canterbury Earthquake Sequence 2010-2011. She is a currently a PhD candidate at Massey University and works at GeoNet as a Public Information Specialist.



### **Peter Griffin - Manager, Science Media Centre**

Peter Griffin has been manager of the Science Media Centre since its launch in 2008. Prior to this he was Technology Editor of the New Zealand Herald, and continues to appear regularly in the media as a technology columnist and commentator. In 2012 Peter was a Fulbright-Harkness Fellow researching centres of excellence in public interest journalism.



### **Dacia Herbulock - Senior Media Advisor, Science Media Centre**

Dacia Herbulock has been a core member of the Science Media Centre team since 2008. She came to the SMC with a background in radio, film, television and science writing, including at Radio New Zealand and public radio in the US. She designed and co-leads the SMC's national series of Science Media SAVVY workshops, supporting researchers to gain the skills and confidence they need to work more closely with the media.



### **Mark Quigley - Assoc Prof, Geological Sciences, University Canterbury**

Mark Quigley is Associate Professor in Active Tectonics and Geomorphology at the University of Canterbury in Christchurch. In 2011 Mark was awarded the New Zealand Prime Minister's Prize for Science Communication and the New Zealand Association of Scientists Science Communication Award for his work in communicating earthquake science to the public in the aftermath of the Darfield and Christchurch earthquakes.



**Julia Becker - GNS Science, Team Leader - Social Sciences**

Julia is programme leader of the Societal Impact of Hazards programme at GNS Science. She has over 12 years of research experience working on natural hazard, community resilience, and communication issues.



**Sara Page - GeoNet Public Information Specialist**

Sara is a Public Information Specialist at GeoNet, with a goal of increasing awareness of GeoNet and how people can use information provided by the world leading earthquake and volcanic monitoring system. Sara is responsible for creating the largest social media presence on Facebook of any N.Z. government agency. Sara also works on the website [geonet.org.nz](http://geonet.org.nz) and is the editor the biannual magazine 'GeoNet News'.



**Kimberley Collins - Tweet Your Science**

Founder of the website "Tweet Your Science" which provides everything the average scientist needs to get started on Twitter, including a how-to guide, reviews, evidence, and a database of scientists who are active on Twitter. Kimberley is a graduate of the University of Otago's Master in Science Communication.



**Ian de Terte - Senior Lecturer, School of Psychology, Massey University**

Academic clinical psychologist at Massey University in New Zealand. Research interests in clinical/forensic assessment, intellectual disability, occupational PTSD/trauma, high-risk jobs/populations, psychological resilience, posttraumatic growth, and psychological well-being.



**Elsbeth Tilley - Assoc Prof, English & Media Studies, Massey University**

Dr Tilley has been teaching communication in Australia and New Zealand since 2001, including classes in communication theory, research methods, media relations, and public relations. She combines professional communication experience (in journalism and public relations) with a particular research interest in communication ethics.



**Emma Hudson-Doyle - Joint Centre for Disaster Research (Massey / GNS)**

Dr Emma Hudson-Doyle is a postdoctoral fellow funded by the former Foundation for Research, Science and Technology, based at the Joint Centre for Disaster Research at Massey University, Wellington, New Zealand. Her interests lie at the interface between physical science and critical decision makers, with a primary focus on the communication of science advice for critical decision making during natural hazard events.



**Jared Thomas - Opus**

Dr Jared Thomas has an interest in how people interact with others, and infrastructure in urban and transport environments. His background is in human factors and applied social psychology. He uses a multidisciplinary approach that integrates social research with engineering, policy planning and infrastructure development.



**Kerry McSaveney - Wellington Region Emergency Management Office**

Day-to-day, Kerry McSaveney's role is to develop relationships within the community and facilitate activities which improve emergency preparedness - building capacity, increasing connectedness and fostering co-operation. During emergencies, she acts as one of the EOC managers within the region to ensure the smooth running of a coordinated response.



**Jacqui Bridges - GM Communications, MetService**

Senior marketing & communications professional with 20 years' experience across a broad range of disciplines. Posting as ^JB on MetService's social media sites, Jacqui is a member of MetService's executive team and manages brand, marketing and communications for MetService and its international subsidiary MetraWeather.



**Renee Graham - Reporter, One News, TVNZ**

Renee Graham is a ONE News reporter and producer based in Wellington. She works with the ONE News political team in the Gallery and in the general newsroom, and has shown a keen interest in covering science, medical research and environment stories.



**Paul Gorman - Night Editor, The Press**

Paul has been at The Press for 10 years. A former weather forecaster and a science graduate from Canterbury University, Paul is The Press' science reporter and also covers the occasional council, energy and environment issue too. He was promoted to Night Editor in 2013.



**Helen Jack - Hazards Analyst, Environment Canterbury**

Helen is a geological hazard analyst at Environment Canterbury Regional Council, and has been involved in natural hazard policy, planning and public education at local and central government level for the last 10 years. She played a lead role in communicating science and risk information to the community as part of the CDEM response to the September 2010 and February 2011 earthquakes.

**Media, the public and disaster - THE SURVEY!**

We want to ensure our workshop has meaning to you as well as to the organisers. That's why we created a survey before the event; we'll be sending you a follow up survey as well to determine how effective this type of workshop is for you. Also, the survey will also assist the graduate research by one of our organisers, Sara McBride. The survey has been run by human ethics committee at Massey to ensure that we are following ethical guidelines.

Here is the link to the survey: <https://www.surveymonkey.com/s/FVR5Y7B>

Please fill out the survey before you arrive on Friday, to save time. If you have any questions about the survey or the research we are doing, please contact [sara.mcbride@gmail.com](mailto:sara.mcbride@gmail.com).