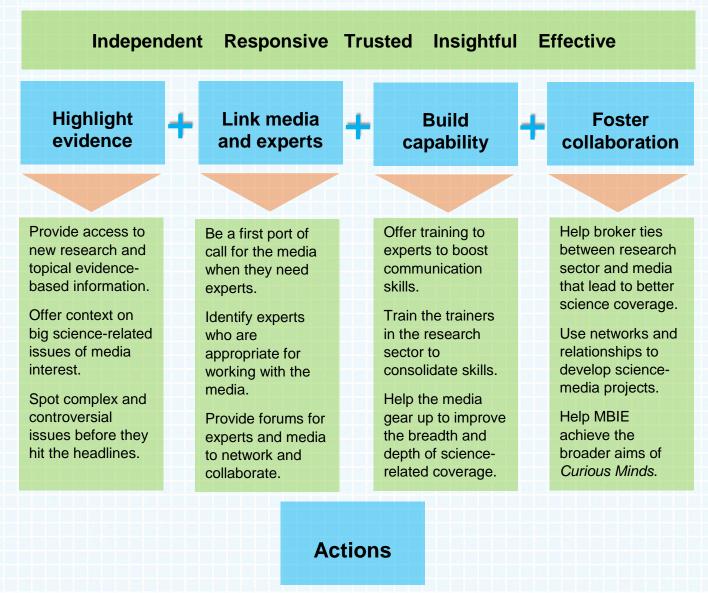
## **SCIENCE MEDIA CENTRE 2017 – 2020 STRATEGY**

Increasing the public's understanding of and engagement with science, by helping scientists work effectively with the news media



## DRIVING CHANGE

- Advocate for better recognition of and requirement for science communication in the research sector

- Grow support for our science communication training efforts in the research sector

 Work with organisations such as Royal Society Te Apārangi to give more critical mass to our efforts

- Work strategically with the SMC global network to improve media coverage when science stories go international

Work at a high level with media executives to encourage evidence-based media coverage
Offer advice and assistance to help the

research sector and media partner on sciencemedia projects

- A special focus on demonstrating our impact

## **DELIVERING SERVICES**

Develop Scimex to best meet the needs of journalists, experts, communications managers
Improve uptake of rapid reactions and expert backgrounders through new, engaging formats
Support experts who contribute to the SMC by showing them the impact of their work
Develop online training resources for

researchers and comms managers to foster best practice in science communication

- Develop video and multimedia resources in conjunction with the research sector to aid the media deliver more visual science-related coverage

- Use our Expert Encounters workshops for the media to improve the quality of science-related coverage

- Contribute to science communication research