

Science Media Centre Strategic Plan 2020 - 2023

Increasing public understanding & engagement with science, by helping researchers work effectively with news media

Support quality journalism on science topics

Broker new relationships and foster collaboration

Strengthen researchers' media & public engagement

Diverse voices participate as experts in wide range of media

Culture change in newsrooms and research organisations

Link media and experts
Proactively adapt to media's needs
Anticipate emerging issues, provide trusted resources

Seed new science-media projects
Leverage networks to reduce barriers, improve outcomes

Demonstrate impact, showcase good practice
Raise profile of effective media skills as essential part of scientists' public outreach

Collect data, critically assess practices and target gaps
Strategic partnerships, support outside initiatives

Diversify, adapt and build on training activities
Raise standards
Influence senior leaders; support early career

Independent

Relevant

Trusted

Influential

Inclusive