

'Putting Science on the Front Page'

Thursday, September 1, 2005

Supported by Foundation for Research, Science and Technology, Merck Sharp and Dohme NZ, MoRST, ESR, Crop and Food

Programme

- 8.30 am **Registration**
- 9.30 am **Introduction and welcome**
MC Steve Broni
- 9.45 am **Keynote address**
'Putting Science on the Front Page'
Tim Pankhurst, editor, Dominion Post. Tim will discuss how science can get on the front page. He'll also look at what's going on in the other markets: Australia, North America, UK.
- 10:15 am **Science and the Public**
'What do New Zealanders think about science'
Richard Meylan, senior adviser, Ministry of Research, Science and Technology. MoRST has recently commissioned an ACNielsen survey on New Zealanders attitudes to science. This presentation will reflect on the results and their implications for science communication.
- 10.45am **Morning tea**
Grab a cuppa and find out about teaching science online in Australia. Janine Young from Biotechnology Australia will talk about Biotechnology Online, a programme which helps Year 9 and 10 students and their teachers to discuss biotechnology.
- 11.15 am **Science Census**
A round up of what's going on in science communications from government to education to NGOs to corporate to media.
- 12.00 pm **Lunch**
- 12:30 pm **Cosmic Science**
Grab your lunch and hear from Wilson da Silva, editor of new Australian science magazine Cosmos. The third issue of this exciting new magazine will be just out.
- 1.00 pm **Wild Science —a communications case study**
Nancy McIntosh-Ward, chief executive, Karori Wildlife Sanctuary
- 1:30 pm **Concurrent Sessions**
Education: How can we encourage students into science?
Chris Arcus, team leader, Curriculum, Teaching and Learning, Ministry of Education; Glenis Giles producer, and Tess Devereux, presenter, Project Q, Dr Sarah Kenworthy, ESR. Chair: Peter Spratt, education manager, Royal Society of New Zealand
PR: Changing perceptions - the value of quality Public Relations
Peter Burke, external relations manager, Ministry of Fisheries, Barbara Crocker, communications manager, Health Research Council, and Phil Johnstone, corporate affairs manager, Merck, Sharp & Dohme. Chair: Peter Burke, Ministry of Fisheries.
Journalism: Are science and news an uncivil union?
Dr Andy Reisinger, Climate Change office; Karen Cronin, environmental science lecturer and former communications manager at ERMA; Alan Samson, science journalist and Massey University lecturer. Chair: Kim Griggs, freelance science journalist
- 2:30 pm **Selling Science — Give and Take**
So just what should you consider when you talk to the media about your science? Katherine Edmond and Kay Foley, media writers and advisers, Duncan de Geest, patent attorney AJ Park, and Katherine Trought, communications manager, Crop and Food, will advise.
- 3.30 **Afternoon tea**
- 4.00 pm **SCANZ Annual General Meeting**

5 .00 pm-
7:30 pm

Iconic Science

What will life be like after the Genetic Revolution?

Join MC Steve Broni and speakers including Nicholas Agar, lecturer and author of Perfect Copy, and Dr Kate Neas, clinical geneticist, Wellington Hospital, for drinks, nibbles and discussion at our own Café Scientifique in Icon Restaurant.

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Friday September 2

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Programme

8.00 am

Welcome to the Genome

Official welcome breakfast and opening of the Genetic Revolution, one of Te Papa's major exhibitions for the year. Developed by the American Museum of Natural History, the Genetic Revolution is an interactive examination of the developments taking place in genetic research, exploring their effects on the natural environment, technology, people's health, and everyday lives.

10.00am

Morning tea

10.30am

Classy Science

Paul Callaghan, director of the MacDiarmid Institute for Advanced Materials and Nanotechnology, and Shelley Scott, runner-up in the MacDiarmid Young Scientist of the Year awards, will guide us expertly through the (very small) world of nanotechnology.

11:30am

Science in Melbourne 2007

Niall Byrne, chair of the World Conference committee and Sarah Brooker, Australian Science Communicators Treasurer, will discuss: plans for the World Conference of Science Journalists in Melbourne in 2007, some of the issues facing science journalism; and how they propose to bring those issues to the fore in 2007.

12:00 pm

Lunch

12:45 pm

Selling Science - Home and Away

Hear about how the NZ science brand is being positioned internationally and how you or your organisation might join this global story-telling effort. Speakers will be award-winning science communicator Ian Kennedy, who will outline the opportunities and resources provided through the new Joule science and technology hub, Wilson da Silva, editor of the new Australian science magazine, Cosmos, and Julian Moore, group general manager of marketing, New Zealand Trade and Enterprise.

1.45 pm

Political Science

*Representatives from the parliamentary parties will explain their position on science
Chair: Veronika Meduna, presenter and producer of Eureka!*

2.45 pm

Science Slam

We'll hear brief presentations from a variety of organizations about what is coming up in science communications over the next year. Participants include:

Bill Manhire, poet, Are Angels Okay?

Karen Hartshorn, director, International Science Festival

Peter Buchanan and Judy Grindell, Landcare Research

Glenda Lewis, communications manager, Royal Society of New Zealand

Gresham Bradley, producer, e=mc2

Angela Handforth, science concept leader, Te Manawa

3.30 pm

Afternoon tea

4:00 pm

Conference ends