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## **Science Communication Seminar 2005**

Thursday 10 February 2005

Venue: NRF Auditorium (National Research Foundation, Pretoria)

Organisers: South African Agency for Science and Technology Advancement (SAASTA), with funding support from the British Council

### **Presenters:**

- Sheila Anderson: Head of Communications at the Natural Environment Research Council, UK
- Myc Riggulsford: Journalist, communications and science issues consultant

### **PROGRAMME**

08:30 Registration

08:45: Welcome

09:00: **Science, Media & the Message** (an introduction by Myc Riggulsford)

- The difference between scientific communication and public communication using the media as a model
- Discussion on different approaches to science communication and public communication

09:45: **Why communicate about science?** (Sheila Anderson)

- What are the driving forces behind science communication
- Discussion on issues of accountability, engagement and public interest

10:30 - 11:00 TEA & COFFEE BREAK

11:00: **Sensitive Issues: pressure groups, publics & perceptions** (Myc Riggulsford)

- How to handle sensitive issues, the importance of training, the role of pressure groups and campaigning media

11:45: **Science communication in South Africa** (Beverley Damonse, SAASTA)

- Current status and challenges, followed by discussion, comments and questions

12:30 LUNCH

13:30: **Working with a skeptical public** (Sheila Anderson)

- Discussion on dialogue, engagement and consultation; as well as the relationship between science, government and industry

14:15: **What can we do for different audiences?** (Sheila Anderson & Myc Riggulsford)

- Kids to pensioners via parliamentarians?
- Public attitudes - Overview of UK Office of Science and Technology/Wellcome study
- Ideas for events

15:15 TEA & COFFEE BREAK

15:45: **Visual Images, Vital Lessons** (Myc Riggulsford)

16:00: **Plenary discussion with the aim of developing some action points**

17:00: **Summary, evaluation and close**