



CASCADE - 200 scientists against 100 000 chemicals

CASCADE is a European Network of Excellence in research, risk assessment, and education concerning endocrine-disrupting chemicals in food. CASCADE is financed by the European Union 6th Framework Programme (FP6). More than 200 scientists are working within CASCADE. For more information, please visit: www.cascadenet.org

CASCADE course

“Communicating research to the public and to media”

Karolinska Institutet, Stockholm
November 17-21, 2008

Monday November 17

09:15-09:45	Welcome and introduction – Jill Jönsson, Communication Manager CASCADE and Johanna Zilliacus, Teaching Manager CASCADE
09:45-10:45	Introduction of participants
10:45-11:00	<i>Coffee break</i>
11:00-11:30	“Why should we communicate research?” – Maria Bondesson, Researcher at Karolinska Institutet
11:30-12:00	Exercise on the need for research communication - Maria Bondesson, Jill Jönsson
12:00-13:00	<i>Lunch</i>
13:00-15:00	Communication basics – Jennie Drew Greaney, Teresa Belcher, Senior Communications Officers, Science Communications Ltd
15:00-15:15	<i>Coffee break</i>
15:15-17:00	Communication basics continued
17:00	<i>Get together</i>

Tuesday November 18

09:15-10:45	“How does media work, the role of the journalist” – Katarina Sternudd, well experienced journalist, today press officer at Karolinska Institutet
10:45-11:00	<i>Coffee break</i>
11:00-12:00	Press releases, press conferences and how to give media interviews – Jennie Drew Greaney, Teresa Belcher, Senior Communications Officers, Science Communications Ltd
12:00-13:00	<i>Lunch</i>
13:00-15:00	Press releases, press conferences and how to give media interviews continued
15:00-15:15	<i>Coffee break</i>
15:15-17:00	Press releases, press conferences and how to give media interviews continued



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Wednesday November 19

- 09:15-10:30 **“Web 2.0 and the new media”** - Johan Falk, science journalist and IT manager at Forskning & Framsteg (“Science and Future” - Sweden’s leading popular science journal)
- 10.30-10.45 *Coffee break*
- 10:45-11:15 **“Research communication –your impact on the industry and policy making”** - Anna-Karin Källén, Head of Communications, at SwedenBio (one of Europe’s largest industry organizations)
- 11:30-12:30 **“How to write popular science”** – Jill Jönsson, CASCADE Communication Manager
- 12:30-13:30 *Lunch*
- 13:30-14:30 **Exercise in popular science writing**
- 14:30-15:00 *Coffee break*
- 15:00-17:00 **Exercise in popular science writing**
- 19:30 *Course dinner- Duvel Café (address: Vasagatan 50)*

Thursday November 20

- 09:15-11:15 **“Presentation skills”** – Peter Lind, researcher, author and teacher in public speaking for scientists, Uppsala University
- 11:15-11:30 *Coffee break*
- 11:30-13:00 **“Communication between researchers and media”** – Anna Larsson, researcher in communication between scientists and journalists, medicine journalist, Swedish Radio
- 13:00-14:00 *Lunch*
- 14:00-15:15 **Practical training in interview situation**
- 15:15-15:30 *Coffee break*
- 15:30-17:00 **Peer feedback on popular science texts**
- 18:30 *Guided tour at the Nobel museum (address: Börshuset, Stortorget, Gamla Stan)*

Friday November 21

- 09:15-09:45 **Exercise in presentation skills**, preparation for presentation
- 09:45-11:00 **Exercise in presentation skills**, short presentations in groups with feed back
- 11:00-11:15 *Coffee break*
- 11:15-12:00 **Summary and course evaluation**
- 12:00 *Lunch*