



New Hunts House, Guys Campus, King's College London, London SE1 1YR

June 27, 2022

Lead Professional Development Partner - EurekaAlert!



Science & Technology Journalism Summer School Partner



With thanks to the Medical Research Council for providing free places to MRC PhD students



Summer School 2023 Delegate Pack

No printed programme will be provided so please bring this pack with you digitally or print the programme if you prefer. This pack is available for download from our website too:

<https://www.absw.org.uk/pages/delegate-pack->

Date: June 27, 2023

Venue: New Hunts House, Guys Campus, King's College London

Address: New Hunts House, Guys Campus, King's College London, London SE1 1YR

Map: <https://www.absw.org.uk/pages/the-venue->

Arrival: 09:30 – 10:00 for Registration and Coffee

Key information

Please collect your name badge on arrival and always keep visible for security. Registration desk will be in New Hunts House Lecture Theatre Foyer – directly opposite entrance to New Hunts House.

There is no cloakroom available, if necessary you can leave items with the registration desk.

A free Wi-Fi connection is available at the venue as follows:

The Cloud Network

Anyone, including King's visitors, can connect to The Cloud by simply choosing this network on their mobile device.

To connect go to your Wi-Fi settings on your device, select 'The Cloud' and register if not used before.

Please be aware that there will be a photographer taking images for use on the ABSW website and in other ABSW and KCL materials. Most sessions will also be livestreamed to our online audience and be available for viewing afterwards on the ABSW website. These sessions will NOT be livestreamed and/or recorded: Developing a Brilliant Story Idea, Interview Skills, Pitchathon

Online Attendance

Those who have registered to attend online will receive an email from Zoom Events by the end of Friday (23 June) to enable them to have access to the livestream of the event. Remember these sessions will NOT be available through the live stream or via catch up recordings due to the interactive workshop nature of the session: Developing a Brilliant Story Idea, Interview Skills, Pitchathon

Meet The Editors

This session will take place during the evening reception. During the day you will be able to book 5-minute slots with the individuals taking part to get careers advice, find out more about their outlet or even pitch ideas. You can make your bookings from the morning coffee break onwards at the registration desk (from 11:00 onwards). See session details later in this document for details of those taking part.

Sessions that required pre-registration

NB: remember these sessions are NOT available to the online audience and will not be available after the event as recordings.

Developing a Brilliant Story Idea:

In this interactive session, participants will hear about how to use creativity to develop brilliant story ideas that will stand out from the crowd. You will hear from current editors about how they develop story ideas and get the opportunity to try out some of the techniques. No preparatory work is required for this session.

Interview skills:

This session will involve you planning and preparing to interview a researcher from King's College London. Please review the attached brochure 'Introducing Academic Excellence at King's College London' so you can start to consider the questions you might ask of the academics that will be attending this session. During the session you will learn more about interview skills and work in groups to further develop your ideas, with one or two individuals from each group then undertaking a live interview with the researcher/academic and receiving feedback.

Pitchathon:

This session will look at how to develop a pitch that will get you commissioned by an editor, either as a freelancer or member of editorial staff. We will look at some key considerations when pitching and you will get the opportunity to pitch an article idea to a real-life editor. In advance of the session, please develop an idea for an article that you would like to pitch – it could either be a news story or a long-form feature idea. In the session, you will have a maximum of 5 minutes to pitch your idea verbally and receive guidance on how to develop the idea further. There's also the possibility that your idea will be picked up by one of the editors and you will be commissioned to write it!

Evaluation

Please ensure you complete our evaluation form to enable us to continually develop our events. The form will be issued by email on the day of the event and will also be linked on our Summer School pages on the ABSW website.

Resources

[ABSW Website](#)

[Lead Professional Development Partner - EurekAlert!](#)

[Speaker Biographies](#)

[How to become a science writer: An ABSW Guide](#) - Written by Mun Keat Looi, and supported by UK Research and Innovation, this guide was created as part of the ABSW's 75th anniversary activities.

[Association of British Science Writers 75th anniversary: A look back on three quarters of a century of science writing](#) - The ABSW has produced a booklet, laying out the story of the ABSW and our profession's evolution over the past 75 years!

Social Media Links

[Twitter](#)

[Facebook](#)

[LinkedIn Group](#)

[LinkedIn Page](#)

Join the ABSW

Not a member of the ABSW yet? [Join now](#) to attend events throughout the year for free or at a highly discounted rates, plus receive all the other benefits of membership.

Student membership £24 pa

Associate membership £44 pa

Full membership £48 pa

Time	Session Name	Location
09:30-10:00	Registration & coffee	Foyer
10:00-11:00	Introductory remarks: Andy Extance, Chair, ABSW; Brian Lin, Director Editorial Content Strategy, EurekAlert! and Tanya Wood, Deputy Director of Communications, KCL & Plenary. Career paths in science journalism	Lecture Theatre 1
11:00-11:30	Coffee & networking	Foyer
11:30-12:30	Parallel 1. Developing a brilliant story idea (interactive workshop so not available online - requires pre-registration)	Classroom G3
	Parallel 2. Getting 'workplace' ready	Lecture Theatre 1
12:30-13:30	Parallel 1. Stats 101	Lecture Theatre 1
	Parallel 2. Building resilience: Surviving in a critical and visible environment	Lecture Theatre 2
13:30-14:30	Lunch & networking	Foyer
14:30-15:30	Parallel 1. Online visibility: Getting eyes on your stories	Lecture Theatre 1
	Parallel 2. Diverse voices: The key to diverse audiences	Lecture Theatre 2
15:30-16:30	Parallel 1. Digital skills	Lecture Theatre 1
	Parallel 2. Interview skills: Getting the story you need from the person in front of you (interactive workshop so not available online - requires pre-registration)	Classroom G3
16:30-17:00	Tea & networking	
17:00-18:00	Parallel 1. AI as a journalism tool: a strategy for journalists	Lecture Theatre 1
	Parallel 2. Pitchathon - pitch your stories to real editors (interactive workshop so not available online - requires pre-registration)	Classroom G3
18:00-20:00	Evening drinks reception including Meet the Editors (speed networking/mentoring, as this is an interactive session it will not be available online)	Foyer & Classroom G3

Session Details and Speakers

Sessions are listed A-Z please see programme for times.

AI as a journalism tool: a strategy for journalists

How to deal with the ethical, editorial, and technical opportunities and risk of machine learning and generative AI. Lessons from the LSE's five-year-old global JournalismAI project.

Producer/Chair: Alex O'Brien, ABSW Vice-Chair

Speaker: Professor Charlie Beckett, Professor, Department of Media and Communications, London School of Economics

Building resilience: Surviving in a critical and visible environment

Psychologically, journalism and writing are tougher than many other professions. You must deal with regularly having ideas abruptly rejected and tough criticism of your work. Your colleagues will hopefully be firm but considerate in their feedback, but your readers may not. With remote working becoming increasingly common, and many science writers and journalists being freelance, isolation can be an issue. Meanwhile, scientific issues can be very polarizing, making those covering them targets for trolling and other attacks. Covering psychologically harrowing topics could also lead to vicarious trauma. In this session an expert will explore to what extent it's possible to deal with all these issues, and how best to do so.

Producer: Andy Extance, Chair ABSW

Chair: Aisling Irwin, ABSW Board Member

Speakers: Katy Georgiou, Psychotherapist, Journalist, Author & creator, and host of Sound Affects Podcast exploring music and mental health; Dhruvi Shah, Journalist & Author, John Crowley, Editor, Trainer & Consultant

Buy Katy Georgiou's book: Waterstones: How To Understand and Deal with Stress

<https://www.waterstones.com/book/how-to-understand-and-deal-with-stress/katy-georgiou/9781800074248>

Career paths in science journalism

How do you become a science journalist? What's the best way to build up experience when you're still starting out? And once you have your first job, what career paths are available and how do you work your way through the ranks? In this session, a panel of science journalists in the first few years of their careers will discuss how they started out and where their careers have taken them, with plenty of time to ask questions about their experiences.

Producer/Chair: Matthew Warren, European News Editor, Science

Speakers: Rosa Furneaux, Investigative Journalist, The Bureau of Investigative Journalism; Grace Browne, Staff Writer, WIRED; Robin Bisson, Research Fortnight & Nick Petrić Howe, Senior Multimedia Editor, Nature

Developing a brilliant story idea

NB: Interactive workshop so not available online. Required pre-registration

Where can you source story ideas from (from the obvious to the much less obvious) and then how do you create a brilliant idea that will get you commissioned, or the nod from your editor? In this workshop-style session, you will get insights from experienced writers on the approaches they use and consider how they will apply to your own work. We'll also look at how to apply creativity to your story development to create compelling articles.

Producer/Chair: Andy Ridgway, ABSW Board Member

Speakers: Anna Lombardi, Senior Data and Digital Graphics Journalist, The Times & Joshua Howgego, Feature Editor, New Scientist

Digital media

Readers use an increasingly diverse set of digital channels to get their science news - so how can science writers adapt and ensure they have the tools in their arsenal to reach these audiences? From TikTok to Twitter threads, we take a look at some of the other forms of digital media journalists can use to communicate science.

Producer/Chair: Matthew Warren, European News Editor, Science

Speakers: David Stock, Senior Video Producer, New Scientist, Anne Marie Conlon, Chief Editor, Audience and Engagement, Nature Magazine & Flora Graham, Senior Editor, Nature Briefing

Diverse voices - the key to diverse audiences

A session on awareness of your own biases, and on using diverse voices as your sources.

Producer/Chair: Katharine Sanderson, ABSW Board Member

Speakers: Priya Joi, Science Journalist & Author, Dhruvi Shah, Journalist & Author & Shivani Dave, Journalist, Broadcaster & Physicist.

Getting 'workplace' ready

Setting up as a freelance? All you need to know to be a successful freelance science writer, including self-assessment tax, invoicing, negotiating rates, & getting paid. Finding work: identifying new outlets & approaching them. Building your brand: streamlining your online profile, building and your CV & finding your community.

Producer/Chair: Katharine Sanderson, ABSW Board Member

Speaker: Emma Wilkinson, freelance journalist specialising in medicine and health, co-founder 'Freelancing for Journalists' (book, podcast, and community).

Interview skills: Get the story you need from the person in front of you

NB: Interactive workshop so not available online. Session required pre-registration – don't forget to do your preparatory work (see details earlier in this document)

How to interview to get the most out of your interviewee, how to get the answers you need, keep the interviewee engaged and on topic. A highly practical session that will see you interviewing scientists from King's College and receiving feedback from our expert interviewer.

Producer/Chair: Alex O'Brien, Vice-Chair, ABSW

Speaker: Alok Jha, Science and Technology Editor, The Economist

Meet the editors (speed networking/mentoring)

NB: This session is not available online

Book yourself 5-minute slots with key science and technology editors, broadcasters, and journalists to get advice and guidance, and pitch any stories you may have been developing. Bookings will take place throughout the day of the Summer School at registration.

Including:

Alexander McNamara, Editor-in-Chief, Live Science, Matt Warren, European News Editor, Science, Mun Keat Looi, International Features Editor, BMJ, Deborah Cohen, Former Editor BBC Radio Science Unit, Katharine Sanderson, Senior Reporter, Nature, Anna Lombardi, Senior Data and Graphics Journalist, The Times and Sunday Times, Katy Evans, Managing Editor, IFLScience, Sarah Richardson, Editor-in-Chief, Research Professional News, Ben Deighton, Managing Editor, SciDev.Net

Online visibility: Getting eyes on your stories

You may be able to write text that grips readers, but how do you make sure that the articles get read in the first place? What can you do as a writer to make sure that search engines come to your articles first? What should your headline be? How should you think about search engines as you write and structure your story? Does this change whether an outlet is paywalled or freely readable? And how much of this responsibility is the writer's, compared to editors and other specialists that outlets might employ? In this session people who know best how science media can grab attention will answer all these questions.

Producer/Chair: Andy Exance, ABSW Chair

Speakers: Anne Marie Conlon, Chief Editor, Audience and Engagement, Nature magazine, Alexander McNamara, Editor-in-Chief, Live Science & Alice Mason, The Conversation.

Pitchathon

NB: Interactive workshop so not available online. Session required pre-registration – don't forget to do your preparatory work see details earlier in this document.

Come along with a story idea that you can pitch to a group who acts as the editorial team for a publication. Each group will include at least one current or former editor. This will all be done in a warm, constructive spirit. So please bring along a story idea safe in the knowledge that you will receive support to develop it. You may even get commissioned to write your story!

Producer/Chair: Andy Ridgway, ABSW Board Member

Speakers: Alexander McNamara Editor-in-Chief Live Science, Katy Evans Managing Editor IFL Science, Anna Lombardi Senior Data and Digital Graphics Journalist, The Times & Joshua Howgego, Feature Editor, New Scientist

Statistics 101

A session on the basic statistics terms you need to understand to report on scientific research, how to interpret stats and report accurately and with clarity, and the 'red flags' to look out for in press releases.

Producer/Chair: Alex O'Brien, ABSW Vice-Chair

Speaker: Kevin McConway, Emeritus Professor of Applied Statistics, Open University

First Name	Last Name	Organisation	Role
Hanna	Abdallah	PLOS	Media Assistant (Media Relations Team)
Mariam	Ali	Self Employed	Science Communicator
Victoria	Atkinson	Freelance	Science Writer
Charlotte	Barker	BiInsights & HEX Science	Editor
Jodi	Barnard	King's College London	PhD Student
Charlie	Beckett	JournalismAI, Polis. LSE	Director
Melyka	Bennett	British Ecological Society	
Jane	Bennett	LMS MRC	PhD student
Sophie	Berdugo	University of Oxford	DPhil student
Richard	Berks	Freelance	freelance science writer for charities
Robin	Bisson	Research Professional News	Senior reporter
Yemisi	Bokinni	Remedy Studios	Producer
Wissem	Bououdina	University of Dundee MRC-PPU	PhD student
Frances	Briggs	University of Manchester	Student
Alex	Brogan	King's College London	Lecturer in Chemistry
Mike	Brown	University of Southampton	Senior Editor
Grace	Browne	WIRED magazine	Staff writer
Cristin	Buescu	King's College London	Senior Lecturer in Financial Mathematics
Chris	Buratta	UK Research and Innovation	Head of External Communications
Sienna	Butterfield	University of York	PhD Student
Gwen	Calisch	Freelance	Writer and Editor
Robin	Carpenter	King's College London	AI Ethics & Governance Lead at London Institute for Healthcare Engineering
Nicole	Chang	Freelance journalist	Freelance Journalist
Weishi	Chen	Cambridge MRC Biostatistics Unit	PhD student
Alastair	Clements	London School of Hygiene & Tropical Medicine	Research degree student
Deborah	Cohen		Freelance
Anne Marie	Conlon	Nature	Chief editor, audience & engagement
Michael	Cook	King's College London	Senior Lecturer in Computer Science
Alison	Cooper	Various	Freelance
Omolara	Cornish	The General Medical Council	Project Officer
Renaë	Crossing	MIMS	Medical Writer
John	Crowley	Headlines Network	Co-director

Humphrey	Curtis	King's College London	PhD Student (Informatics)
Shivani	Dave		Journalist, Broadcaster & Physicist
Amy	Dawes	University of Exeter	PhD student
Kate	Dearling	University of West England	Student
Ben	Deighton	SciDev.Net	Managing Editor
Soma	Deshprabhu	NQCC	National Quantum Computing Centre
Catherine	Diamond	Xian Jiaotong-Liverpool University	Writer/Editor
Charles	Ebikeme	Freelance	Writer
Lizzie	Ellen	King's College London	Faculty Comms Manager
Emma	Elobeid	Ellen MacArthur Foundation	Editor
Karl	Evangelista	KCL	NMES Comms Support Manager
Katy	Evans	IFLScience LTD	Managing Editor
Andy	Extance	ABSW	Chair
Jo	Fisher	University of Southampton	Editor
Jon	Flannery	NHS	Clinical Scientist (Clinical Neurophysiology)
Gabrielle	Flinn	University of York	PhD Student
Anna	Ford	University of Sussex	Head of Media
Alice	Fraser	Liverpool School of Tropical Medicine	PhD Candidate
Rosa	Furneaux	The Bureau of Investigative Journalism	Global Health Investigative Reporter
Alexander	Fyans	Science and Technology Facilities Council	International & Research Programme Media Manager
Katy	Georgiou	Self-employed	Psychotherapist, Author
Flora	Graham	Nature	Senior Editor, Nature Briefing
Cecilia	Grimaldi	Freelance	Science Writer
Danielle	Groves	University of Warwick	3rd Year PhD Student
Luisa	Gullino	University of Oxford	Phd Student
Charlotte	Harrison - Littlefield	British Ecological Society	Communications Assistant
Emma	Hattersley	University of Manchester	Science and Technology Editor at The Mancunion
Jake	Hepburn	Science and Technology Facilities Council	Press Officer
Melissa	Hobson		Conservation and sustainability writer
Joshua	Howgego	New Scientist	Features editor

Rosie	Huckle	King's College London	Communication and Engagement Manager
Zainab	Hussain	University of Birmingham	Student
Seray	Ibrahim	King's College London	Research Associate
Aisling	Irwin	Freelance	Science Journalist
Gusti Ayu	Isma Yanti	University College London	Student
Alina	Ivan	Freelance	Journalist
Paris	Jaggers	University of Oxford	Graduate student
Chaneil	James	Physics World	Freelance Science Communicator
Ellie	Jarvis	University of Bath	PhD Student
Naomi	Jenkins		freelance
Alok	Jha	The Economist	Science editor
Priya	Joi	Freelance Science Writer	Science writer
Francis Xavier	Kasujja	MRC	PhD Scholar
Matthew	Kibble	University of Manchester	PhD Student
Courtney	Kremler	University of Cambridge	PhD Student
Helena	Kudiabor	King's College London	Student
Ryan	Laird	University of the West of England	Student
Rebecca	Landon	University of the West of England	Student
Laura	Leay	National Nuclear Laboratory	Communications Manager
Rebecca	Lewis	King's College London	Senior PR and Communications Manager
Chau-Jean	Lin	Marulin	Director
Brian	Lin	EurekAlert!	Director
David	Lipanovic	The Pharmaceutical Journal	Senior Clinical Reporter
Anna	Lombardi	The Times & The Sunday Times	Senior data and digital graphics journalist
Mun Keat	Looi	BMJ	International Features Editor
Michael	Lucibella	University of College London	Media Relations Officer
Claire	Macdonald	University of Southampton	Editor
Ruairi	Mackenzie	Technology Networks	Senior Science Writer
Bushra	Mahdi	Red Nucleus	Medical Writer
Matilde	Marques	University of West England	Student
Alice	Mason	The Conversation	Audience Development Coordinator
Christian	Masters	University of Glasgow	PhD Student
Naoko	Masumoto	Heartful Tutor	Private Tutor

Kevin	McConway	The Open University	Emeritus Professor of Applied Statistics
Michelle	McGrath	WEISS / UCL	Communications Manager
Teah	McKenna	University of Strathclyde	Student
Rachel	Mckeown	University of Cambridge	PhD Student
Alexander	McNamara	Live Science	Editor-in-Chief
Ailie	McWhinnie	University of Cambridge	PhD Student
Farhanaz	Merali	University of Westminster	student
Sophie	Milbourne	Soph talks science	Science communicator
Nadine	Mirza	University of Manchester	Postgraduate Researcher
Annalise	Murray	Imperial College	Student
Alex	Nenadovic	University of Oxford	Student
Alexander	Neve	University of Manchester	PhD Student
Kenji	Newton	King's College London	PR and Internal Comms Support
India	Niles	University of Sussex	student
Alex	O'Brien	ABSW	Vice Chair
Joanna	Patterson-Cross	Abcam	Commercial Content Marketing Manager
Ivan	Paul	University of Manchester	PhD candidate
Darren	Pepe	Freelance	Executive Secretary
Nick	Petrić Howe	Springer Nature	Senior Multimedia Editor
Chris	Playfoot	Freelance Science Writer	Web content for the biotech industry
Rita	Ponce	Freelance	Writer, fact-checker
Molly	Rains	Imperial College London	Student and Dep. Features at I, Science Magazine
Peter	Ranscombe		Freelance journalist and copywriter
Grace	Revill	UCL	PhD student
Sarah	Richardson	Research Professional News	Editor in Chief
Andy	Ridgway	University of the West of England	Senior Lecturer in Science Communication
Amy	Ringrose	Imperial College London	MSc Science Communication Student
Daniel	Roach	The Open University	Student
Karen	Roach	The Open University	Masters Student
Lucie	Robbins	Royal Holloway University of London	Student
Sallie	Robins	ABSW	Executive Secretary
Sanji	Sabur	Habadasher's Aske's Borough Academy	Head of Physics
Katharine	Sanderson	ABSW	Board member

Paola Sofia	Serrano Bravo	Dublin City University	Student
Dhruti	Shah	Have You Thought About	Journalist
Nicola	Shale	UWE	Science writer, Editor and Videographer
Freya	Shepherd	Cardiff University	PhD Student
Madeleine	Smith	University of Bristol	PhD student
Dominic	Sorrell	University College London	
Sophie	Spillard	Bitstamp	Manager
Ryan	Stanyard	King's College London	PhD Candidate
Emma	Steer	Steer Science Strategy and Communication	Freelance Science Writer
Kate	Stewart	University of Dundee, School of Science & Engineering	Student recruitment & conversion admin
David	Stock	New Scientist	Senior Video Producer
Orsolya	Szekely	University of Bath	PhD student
Jie	Tang	King's College London	Student
Kelsey	Tetley-Campbell	The University of Edinburgh	PhD Student
Megan	Thomas	UCL	Student
Emily	Thomas	University of Oxford	PhD
Grazia	Todeschini	King's College London	Reader in Engineering
Grace	Tyrrell	University College London	MSc Science Communication
Stijn	van Ewijk	UCL	ABSW Media Fellow
Iona	Wallace	University of Dundee MRC-PPU	PhD Student
Laura	Wallis		Freelance Journalist
Shannon	Ward	University of Nottingham	PhD Student
Matthew	Warren	Research Digest	Editor
Katrina	Wesencraft	University of Edinburgh	Communications and Content Coordinator
John	Whitfield	Research Professional News	Comment editor
Jacob	Wildfire	SGUL	PhD Student
Emma	Wilkinson	Freelance	Health journalist
Nicola	Williams	Diversity scholarship	Science writer and aspiring journalist
Kate	Williams	University of Southampton	Communications Officer
Patrick	Wilson	National Institute for Health and Care Research (NIHR)	Volunteer
Tanya	Wood	King's College London	Deputy Director - News & Brand PR