UNITED NATIONS UNIVERSITY

UNU-IIGH
International Institute for Global Health

UNITED NATIONS UNIVERSITY

UNU-MERIT
Maastricht Economic and Social Research Institute on Innovation and Technology

Science Reporting Workshop, Kuala Lumpur

25-26 July 2018

'REACH & TURN'

WED. 25 JULY
SCIENCE REPORTING THEORY

Research institutes are complex ecosystems, made up of various interdependent actors. Researchers and communications officers are both assessed on the quality and quantity of their output. But what exactly does this mean: visibility, impact, or something else entirely? This training day begins with the background: the search and weighing of evidence, the building of trust and consensus, and the 'reaching and turning' of audiences. It aims to give researchers and communications staff, as well as selected science journalists, the chance to see how 'the other side' works.

NB: Interactive sessions follow each brief lecture. These are for MIXED groups of around five people (i.e. people should sit with new faces from the outset). Here we share ideas and expertise not only 'vertically' from lecturers, but also 'horizontally' among fellow participants. For each interactive session, the audience should discuss in groups, elect one rapporteur per table, write consensus-based notes, then share their views with the plenary.

09:00   COFFEE, TEA, MEET & MINGLE

09:30   WHY ARE WE HERE?

— Words of welcome and reasons for joining from workshop partners and participants.

— Focus on who *we* are: both lecturers and participants. What our are backgrounds, what organisations do we represent, and what do we want from this workshop? (*Ethos*)

10:00   FOR TRUST & THE TRUTH?

— What institutions and professions do people trust worldwide? What are the major trends? What are the feedback loops (if any) between research, media reports, opinion polls, and policymaking?

— Focus on scientific consensus, skepticism and denial. Focus on 'balanced' media reporting and populist cherry picking, e.g. on vaccine safety. (*Logos*)

11:20   BREAK

11:40   AUDIT YOUR AUDIENCE!

— Why do we *do* what we do? Who (or what) are we working for, either as researchers or communicators? What are we trying to project: benevolence, expertise, integrity, or something else entirely?

— Focus on classical and modern methods of persuasion, including the supposedly privileged role of medical scientists. (*Pathos*)

13:00   LUNCH

WED. 25 JULY
SCIENCE REPORTING PRACTICE

14:00   PITCHING THE PYRAMID!

_   Why should we tailor content for different target audiences? How can we best distill research: into blogs and articles for the general public and briefs for policymakers?

_   An exercise in global health broadcasting and 'narrowcasting', drawing on good practice case studies from across UNU.
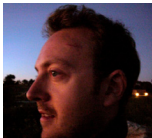
15:20   BREAK

15:40   SHARE TO BE SEEN!

_   How to use social media safely and effectively to promote or share health research? Focus on global health issues.

_   An exercise in social awareness, i.e. seeing, acting and engaging from another perspective. A press conference role reversal.

17:00   END

THE 'REACH&TURN' TEAM

NAME	AFFILIATION	NATIONALITY	ROLE
Howard Hudson	UNU-MERIT	UK	Course coordinator
Diego Salama	UNU-MERIT	Bolivia	Associate coordinator
Daniel Powell	UNU-OC	USA	Lecturer

THURS. 26 JULY
DATA STORYTELLING: HANDS ON

Our minds are hardwired to process visual information. At a time of 'extreme broadcast', where we are challenged to be more effective communicators, the need to use storytelling and visualisation techniques is greater than ever. With the surge of information via social media and the 'fake news' trend, the use of data and again, storytelling becomes critical. This training day will equip participants with the basic tools for better data and visual storytelling. It will provide resources and techniques to tell honest, compelling and effective stories in the field of global health.

09:30   COFFEE, TEA, MEET & MINGLE
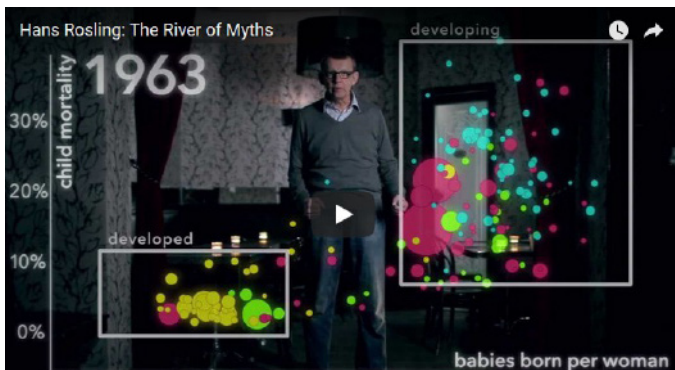
10:00   EASY ON THE EYE?

–   How to make beautiful, engaging stories from cold, hard statistics? Why complex data need compelling stories (and enthusiastic storytellers).

–   Focus on UN issues: from environment to health, including the tracking of long-term trends. Brief focus on next-gen technology: augmented reality.

11:20   BREAK

11:40   THREADING THE NEEDLE?

–   How to choose the right chart for different content? How to evoke specific sentiments with different background images?

–   Focus on *Piktochart*: Malaysia's homegrown software for self-made infographics and visual storytelling.

13:00   LUNCH

14:00   DATA STORYTELLING: HANDS ON

–   How to take back control of data and narratives? An exercise in visual preparation, synthesis and translation.

–   Group presentations, followed by a final Q&A session.

17:00   END