



THE SCHOOL OF SCIENCE & ENGINEERING PRESENTS...

Café Scientifique

Science and the Media

We frequently read, see and hear science stories in our national and local media. But how do these stories get there? Should we believe everything we read? A journalist may find a story newsworthy for different reasons to a scientist, but these are often commensurate. Aimee Whitcroft will look at the way that the media works within New Zealand, and how it interacts with individual scientists. She'll look at a case study where the two have failed to interact appropriately, and look at the reasons for this. What can scientists do better? What initiatives are in place in New Zealand to help them achieve this? Join us at Café Scientifique to learn the answers to these, and other questions.



**Speaker: Aimee Whitcroft,
Science Media Centre, Wellington**

Tuesday 27 April 2010

7.30pm

"The Bank" (corner Victoria & Hood Streets), Hamilton

For more information about future Cafés in Hamilton, contact Marcus Wilson,

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CAFÉ SCIENTIFIQUE



SCIENCE & ENGINEERING
Te Mātārangā Pūtaiao me te Pūkaha