

Abstract - Writing for the media

Why should scientists be interested in writing for the media? And why should the media be interested in scientists writing for them? The talk will start from these questions to address some of the typical features of media accounts dealing with science issues that push most scientists to shy away from the “media storms”, and will show some of the attempts that are being made to break the vicious circle by favouring an exchange between scientists and media professionals as «professional peers». Finally, the model adopted worldwide by the Science Media Centres – that aims at providing the media with timely evidence-based opinions on the daily news involving science – will be rapidly illustrated.

Short Bio

Fabio Turone is the director of the Zoe Agency of Scientific and Medical information based in Milan. In the last 20 years he has been contributing to many Italian and international outlets (from L'Espresso to Panorama, from il Corriere della Sera to il Sole 24 Ore Sanità, from Newton to National Radio3 to the British medical journal, BMJ). Since 2010 he is the president of the professional association Science Writers in Italy (federated both with the European Union of Science Journalists' Associations, EUSJA, and the World Federation of Science Journalists, WFSJ) that encourages continuing education of journalists covering science, also through an improved debate between the media professionals and the scientific community. Among his current projects, he is developing the Italian Science Media Centre as part of an international network of centres already operating in several countries, from the UK to Australia, from Denmark to Japan.