



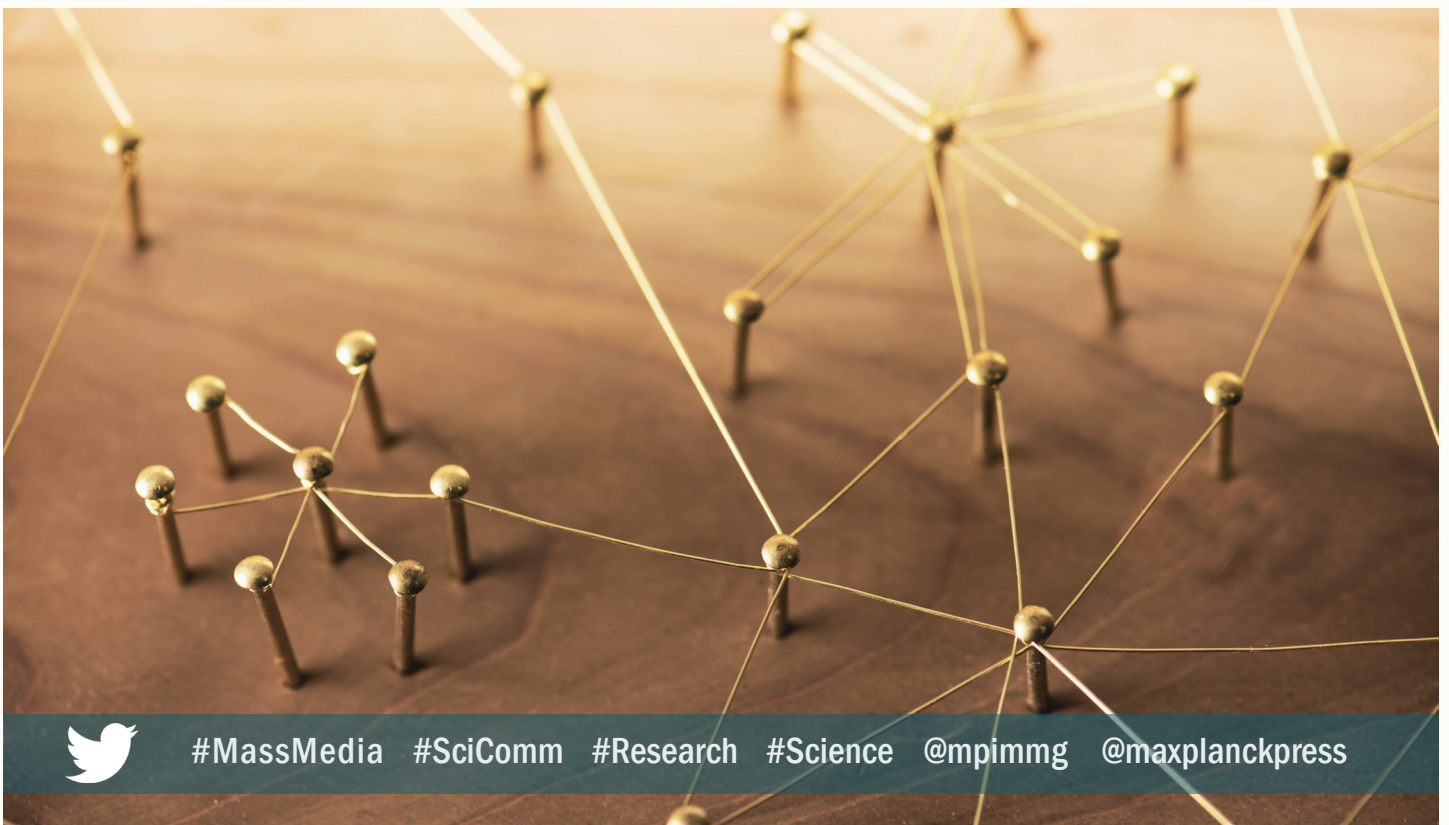
Internal Workshop

Mass Media Science Communication



THURSDAY, 21 NOVEMBER 2019, 13:00-17:00
Library Hall, Hermann-Föge-Weg 11

- 13:00-13:15**----- **Welcome and Opening Remarks**
CHRISTIANE KOFRI, Publications and Social Media Manager, SCD MPI MMG
- 13:15-14:00**----- **The communications gap between scientists and the public**
CHRISTINA BECK, Head of the Communication Department of the Max Planck Society
- 14:00-14:30**----- **Why should I share my research with the public? What's in it for me?**
STEVEN VERTOVEC, Director MPI MMG
- 14:30-15:15**----- **How to pitch your research to a journalist or editor in different journalistic formats**
THOMAS MEANEY, Journalist & EVA VÖLKER, Journalist
- 15:15-15:30** ----- **coffee break**
- 15:30-16:30**----- **Academic vs. journalistic writing. How to write an op-ed.**
THOMAS MEANEY, Journalist
- 16:30-16:45**----- **What can the Max Planck Society offer by way of public communications?**
CHRISTINA BECK, Head of the Communication Department of the Max Planck Society
- 16:45-17:00**----- **Final Discussion**



#MassMedia #SciComm #Research #Science @mpimmg @maxplanckpress

Contact: kofri@mmg.mpg.de