



Media Fellowships

Evaluation 2009

"Here, for once, was a media training worth doing." Media Fellow 2009



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British Science Association Media Fellowships 2009

1. Executive Summary

1.1 Aims of the scheme

The British Science Association Media Fellowships are intended to create a greater awareness and understanding of the workings of the media among practising scientists, social scientists, clinicians and engineers. Specifically the scheme aims to:

- provide opportunities to learn how the media operates
- improve communication skills, in particular writing skills
- increase confidence and willingness to engage with the media
- encourage participation in wider public debate on issues involving science
- disseminate learning from the Fellowship with colleagues and within the wider research community

1.2 Summary

In 2009, 101 scientists, clinicians, social scientists and engineers applied for the scheme. A shortlist of 20 applicants was compiled and, in consultation with the media hosts, the final 11 Media Fellows were selected (see Appendix D). The Media Fellows, 6 women and 5 men, were a variety of ages and came from a wide range of scientific disciplines. Fellows attended an intensive one-day briefing on 2 June at the Dana Centre in London and then spent 3-7 weeks on placement with their host organisation before attending the British Science Festival in Guildford. The Fellows' placement reports and summaries are available on the British Science Association website.

1.3 Key Outcomes

- There were 37% more applicants than in 2008
- All Fellows thought that the briefing day was an excellent introduction to the scheme
- All Fellows said they enjoyed their placement and that their confidence in communicating with, and through, the media had greatly increased
- 90% of Fellows rated their personal growth as either very high or high
- All Fellows said they are much more likely to be involved in science communication in the future.
- All Fellows said their writing skills had been improved
- All Fellows' view of the media had changed since their placement
- 90% of Fellows rated their productivity during their placement as high
- All Fellows felt that the Media Fellowship webpages were well maintained and contained all the information needed to apply, and that the online application form was straightforward and a suitable length.

1.4 Impacts on Media Fellows

- better understanding of the media - for example, how to have positive experiences, how to work with the media, how to pitch a story, what makes a good/bad press release
- improved writing skills
- developed broad range of communication skills such as interviewing
- increased confidence
- wider understanding and appreciation of science beyond personal field

1.5 Impacts on Fellows' institutions

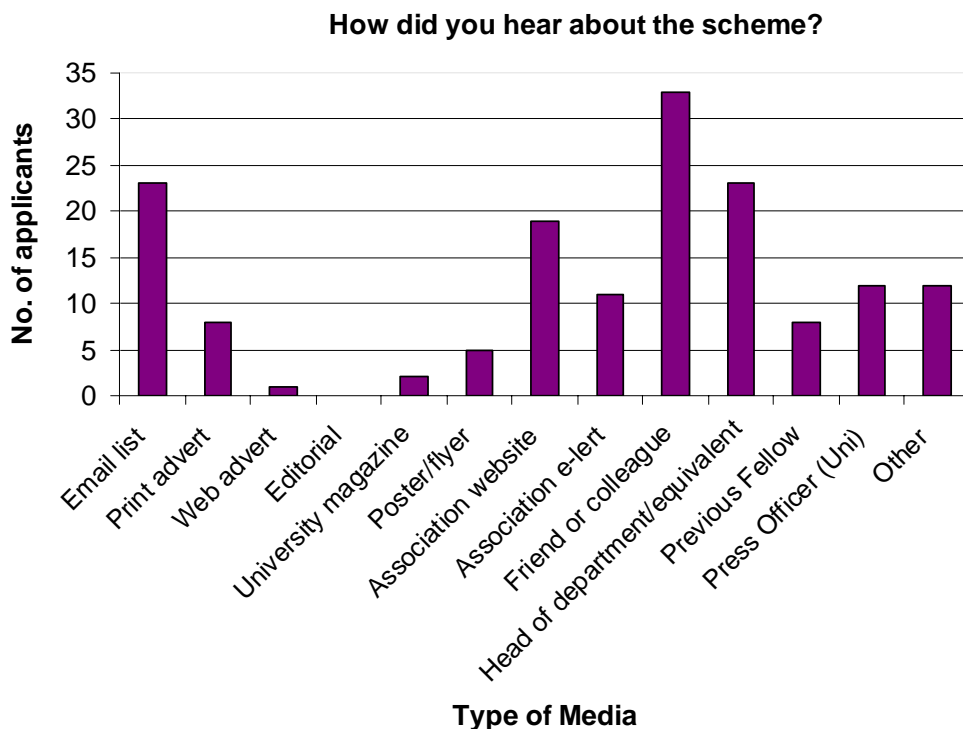
- better promotion of institution through the media - through greater links between press office and academics, new contacts, media workshops, greater understanding of the media process
- increase in science communication activity
- higher quality teaching due to communication skills acquired

2. Marketing

Marketing was primarily done using email. Both a PDF flyer and marketing text were widely circulated through relevant networks of scientists. Details were also posted on various websites including *Nature* and *New Scientist*. A third party email was sent out to 2000 contacts on the *Science* mailing list. A paid print advert was placed in *New Scientist* in March 2009.

The most common means by which applicants heard about the Media Fellowship scheme was through a friend or colleague (33%). The second was via the applicant's head of department or equivalent (23%). This suggests that past Media Fellows had been keen to advocate the scheme to their colleagues and friends and that word of mouth is key to hearing about the scheme.

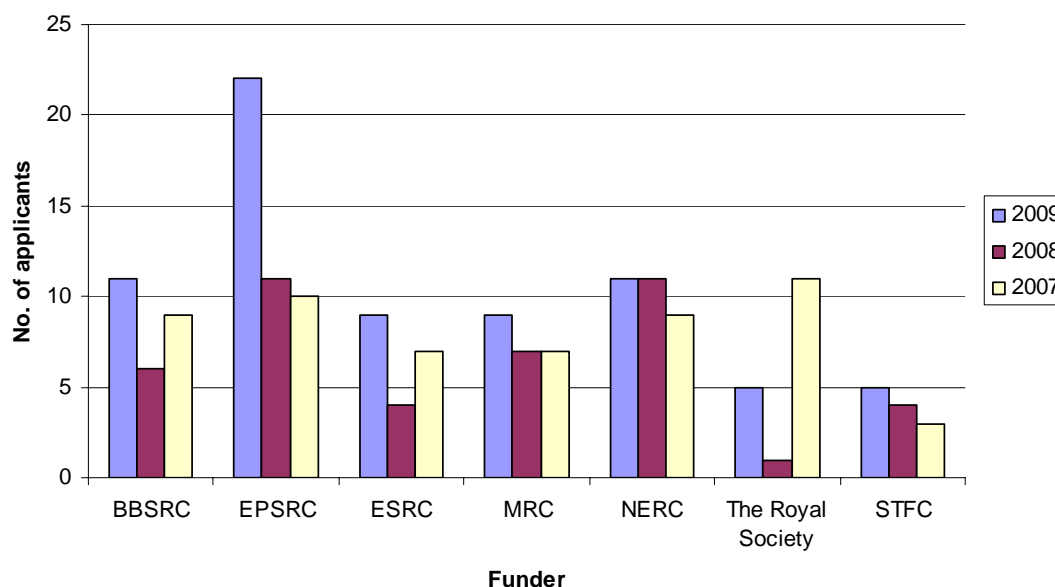
386 people signed up to receive e-letters (4 e-bulletins) about the Media Fellowships and 12% of applicants heard about the scheme this way, with a further 23% hearing via an email list suggesting that email is a very effective means of communication. Other means by which applicants heard about the scheme were through company communication training workshops.



3 Funding

Of the Research Councils, in 2009 applicants were mainly funded by EPSRC and the least from STFC. 6% of applicants were self-funded.

The main sources of funding for applicants 2007-2009



4. Online Application

Applications were made via an online form which Fellows praised for being simple to use and a manageable length and a good opportunity to display their level of writing skill. Due to suggestions from 2008, some of the questions on the first half of the form were worded differently to make them less repetitive and the form included an 'other info' box to allow applicants to supply extra information in support of their application.

Application was opened as early as possible and ran from 15 January 2009 to 10 March 2009 (Appendix C) to allow applicants time to plan their research around the placement.

A release letter from the applicants employer was required along with their application. A downloadable information letter about the scheme was provided on the website for applicants to give to their employer to make this process easier.

7,009 visits were made to the website during the application dates, an average of 127 a day.

4.1 Applicants

- 101 scientists applied which was a 37% Increase on last year
- 76% of applicants were from the natural sciences, 10% from the social sciences and 14% from engineering
- Over half of applicants had a doctorate and 2 professors applied compared to 1 professor in 2008
- 56% of applicants were female which was a 2% increase on 2008
- 14% were from Black, Asian minority ethnic groups which was a 5% increase on 2008
- Most applicants were between the ages 26 and 35 (58%)

- Applicants were younger on average in 2009 than 2008, with an average age of 32. 17% of applicants were 18-25, 21% were 36-45 and 4% 46-60. No applicants were 60+ which was the same as 2008
- There were 5 applications from Wales and 15 applications from Scotland

4.2 Selection

A judging panel shortlisted 20 applicants. This was then narrowed down to 11 Media Fellows (Appendix D). Fellows' details were then sent to those Media Hosts who wanted to choose their Fellow, for their consideration. For the hosts who preferred not to choose their Fellow, the details of their Media Fellow were sent to them for their confirmation.

Once the Hosts had confirmed that they were happy with their Media Fellow, the applicants were told of the decision in April.

Suggestions for 2010 marketing

- Develop detailed case studies of what former Media Fellows have done since their Fellowship and put these on the British Science Association website
- Continue to keep the website up to date with links to relevant articles on science news reporting
- Encourage further participation of former Media Fellows in marketing the scheme e.g. taking them to speak at a university seminar
- Think about ways to make the scheme more attractive to senior academics and those with dependents
- Consider a two stage application process to involve more people in the scheme. 50 of the 100 applicants could attend a media training day partly run by former Fellows, with the best going on to be on the shortlist
- Have the function to 'save' the application and come back to it later

5. Briefing day

All Fellows attended a one day intensive briefing day on 2 June at the Dana Centre, London. The style of the briefing day was the same as previous years and consisted of three sessions (Appendix A). There were plenty of opportunities for Fellows to meet each other throughout the day and discuss their expectations and what they hoped to gain from the Fellowship.

Session 1: Introductory talks from Media hosts

Fellows had introductory talks from two media hosts on working with the media. It was suggested in 2008 that this introduction involve media other than print and so in 2009 the media hosts were Martin Redfern from the BBC Radio Science Unit and Mike Swain from the Daily Mirror. The hosts gave a brief introduction to working in the media world from their perspective, and answered Fellows' questions.

Session 2: Mock Press Conference

Next a mock press conference was set up and Fellow's asked to write an article from the information they gathered. They were then given advice and feedback on their articles from Stephen White from the British Psychological Society. After a very brief introduction to the 'rules' of a press conference, Stephen morphs into a scientist who has just arrived off a plane at Heathrow airport. The Fellows are told that they are a young journalist sent to the press conference by their news desk, with little or no briefing, to get a story. They have 10 minutes to ask questions and 20 minutes to write a 200 word news article. Whilst making the Fellows somewhat uncomfortable, the process of having to write something opens the Fellows' eyes to the world they are about to enter. Stephen gets one or two Fellows to read out their first few sentences and, using those as examples, he unpacks the whole news-writing process.

"Mock press conference - took away some of the fear and made me feel like I could be a journalist!"

Session 3: Meeting past Fellows

In the last session of the day, Fellows were given the opportunity to meet two former Media Fellows who talked about their experiences and answer questions about the scheme while British Science Association staff left the room.

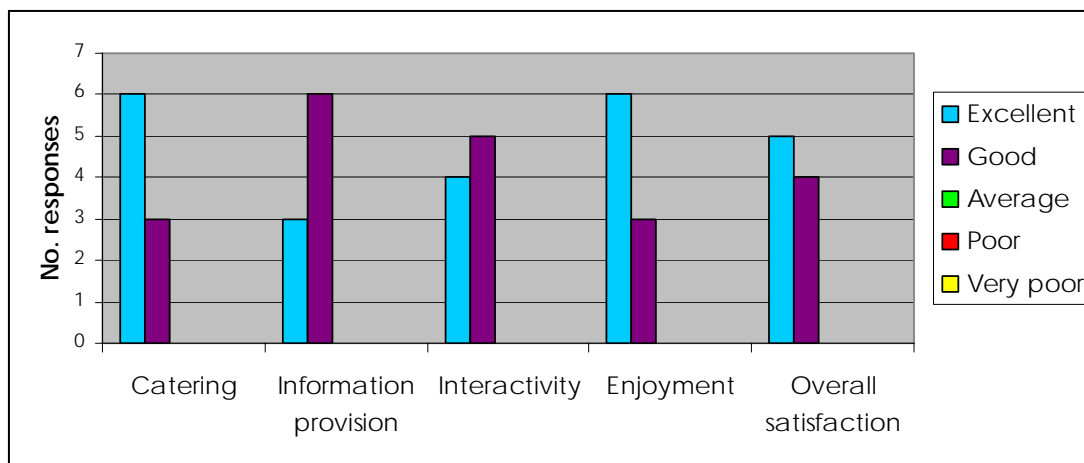
"The sessions with the hosts and with previous fellows were particularly useful as it put the fellowship into focus."

"The whole day was a really good mix of information-giving, chatting, and interviewing."

"Generally, I am not a fan of 'getting to know you' sessions but the friendly environment fostered by the team altered my perception of this type of exercise."

5. 1 Logistics

When rating different aspects of the briefing day, over half the Fellows said that overall the day was excellent. No one rated any aspect of the day worse than 'good'.



Over half of the Fellows felt the best aspect of the day was meeting the other Fellows. Meeting the two hosts who attended was a close second. A third of Fellows particularly enjoyed meeting the previous Fellows. The press conference simulation, catering and the British Science Association team were also mentioned. Four of the nine Fellows said they wouldn't change anything about the briefing day.

"It was a very friendly welcoming environment"

"The food was excellent."

Suggestions for 2010 future briefing day

- Try different furniture setups to enable everyone to move round more easily and icebreakers to encourage networking such as 'speed updating': 2 minute summaries of everyone's research area
- Ensure all forms of media are covered by hosts and former Fellows
- Provide copies of previous Fellows' articles as examples
- Invite other former Fellows for drinks after briefing
- Continue to provide contacts of former Fellows for new Fellows
- Provide biographies of Fellows at the briefing day
- It is very helpful for British Science Association staff to step out of room for discussion between former Fellows and new Fellows
- Provide more info on what previous Fellows produced during their placements and what they have done since
- Invite more hosts especially from broadsheet and features
- Give less time to introducing Fellows as many comments on reasons for doing the scheme were similar
- Include another writing exercise as well as the press conference simulation
- Spend more time looking at what Fellows write after the press conference simulation
- Give more direction to the session with hosts and more time to ask them questions
- Include more information on how journalists get stories, i.e. their sources
- Shorten the day by half an hour as timings were generous
- Hold one session in a different room/outside

6. Placements

6. 1 2009 Media Hosts

The British Science Association continues both to strengthen links with existing hosts and to try to develop possible new placements. We are very grateful to all the hosts for the time and energy that they invest into their Fellows. The scheme would not be possible without them.

In 2009 seven of the 11 placements were in London at BBC Radio & online, the Guardian, the Times, Times Higher Education, Mirror and Science Media Centre. Following suggestion from 2008, to allow more flexibility for applicants and break down barriers for applicants, more regional hosts were provided. Four of the placements were nationwide at BBC Wales in Cardiff, The Scotsman in Edinburgh and the Irish Times in Dublin and Countryfile in Birmingham.

6. 2 Length

All the Fellows spent between 3 and 7 weeks over the summer on placement with their host organisation before attending the British Science Festival of Science in Guildford. There was some flexibility and one fellow did their placement in October to fit in with their research.

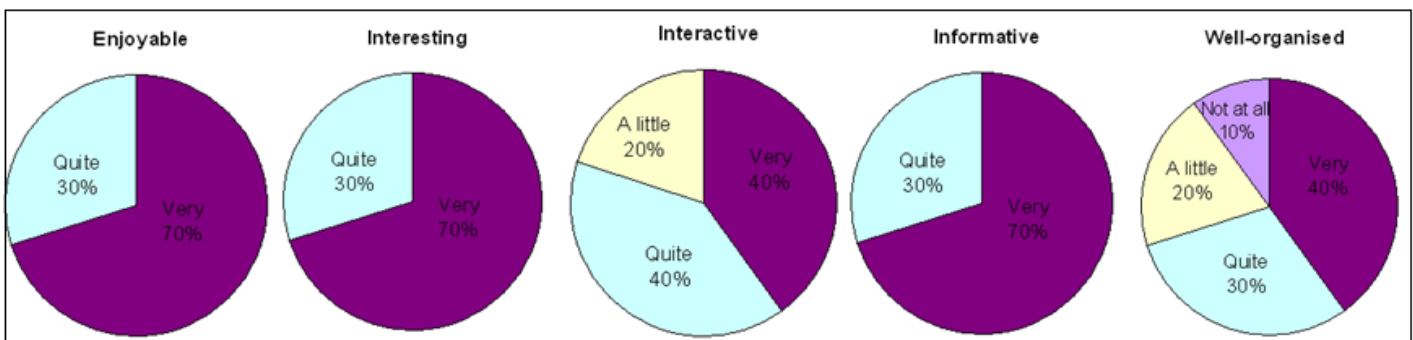
6. 3 Accommodation

Accommodation was provided for all Fellows and it was felt that this worked well. *"The accommodation in London was perfect for the fellowship"*. Fellows were provided with expenses if they preferred to arrange their own accommodation.

6. 4 Placement feedback

Fellows were asked to complete a feedback form and to write a 1000 word report about their time on placement, explaining their expectations, what they did and their learning outcomes. The reports and placement summaries can be found at <http://www.britishsociety.org/web/ScienceinSociety/MediaFellowships/Reports.htm>

Fellows were asked to rate five aspects of their placement.



- All Fellows found their placement enjoyable and all thought their placement interesting.
- 80% of Fellows felt they were interactive with their hosts
- All Fellows found their placement informative
- 40% of Fellows thought their placement was well-organised. One Fellow felt that their placement was not well organised so for 2010 the guidelines for hosts have updated to include more recommendations for hosts to structure the Media Fellows' time to get the most of their placement.

6. 5 British Science Festival

An integral part of the Fellowship experience is the British Science Festival. Working alongside their placement host, the Fellows attend a constant stream of press conferences and file copy each day. For some Fellows this is quite different to the rest of their placement – some write articles based purely on desk research and telephone interviews. Most Fellows are extremely busy at the Festival. Once they have got their bearings they soon get to work. 2009’s Fellows made excellent use of the opportunities available to them however in one instance the Fellow felt they were not given enough work because the work was given to other journalists. At the Festival, Fellows have the opportunity to work alongside freelance journalist Wendy Barnaby and to contribute to the Young People’s Programme. They can also go along to sessions to see examples of best practice and have an opportunity to network. In 2009 a session on freelancing was set up especially for Media Fellows to attend.

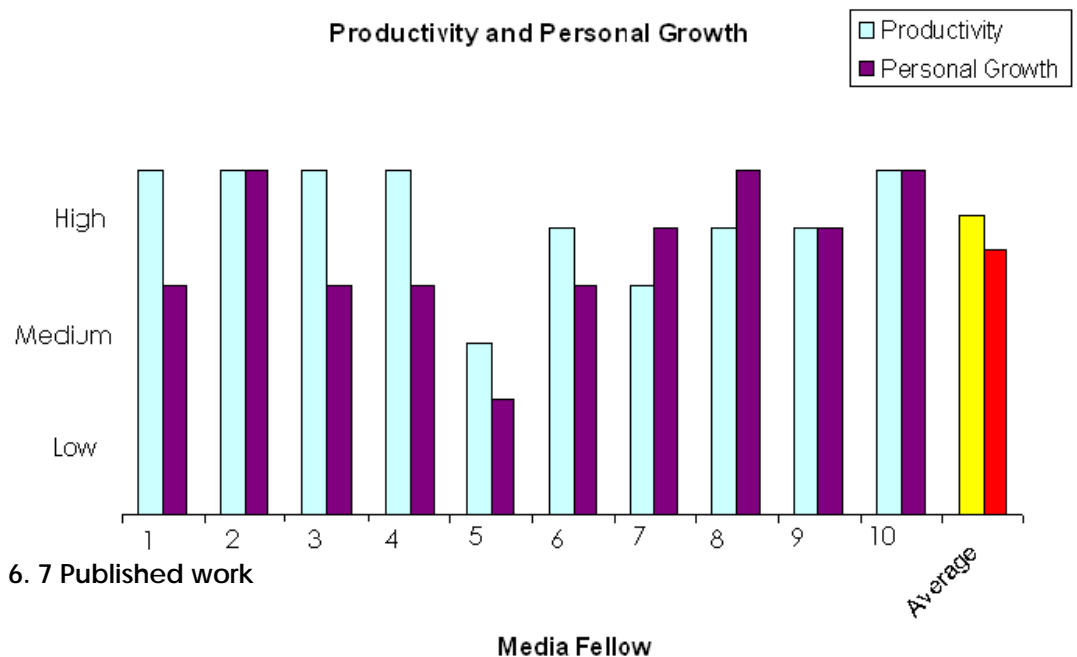
“The freelancing session at the festival was great”
“The festival was a brilliant opportunity to observe journalists at work”

6. 6 Self Assessment

Fellows were asked to rate, on a scale of low/medium/high, their placement in terms of both how productive they had been (no. of articles written, no. articles published) and in terms of how they had grown personally (writing skills, understanding of the media, ability to distil complex information etc).

All the Fellows expect one rated their personal growth and productivity as high. The only exception was one Fellow, who felt they were not able to contribute as much as they would have liked in practical terms to the host’s work. Fellows commented on the relentless nature of news, that most articles were expected the same day but that the short time scale allowed them to get a lot of work published in print or online.

Fellows felt they had used a lot of creative skills they’d not utilised for a while so had personal growth was high. They also enjoyed the new opportunities and were surprised how much they were trusted by the journalists to get on with writing. It was commented on that it can be difficult for Fellows to compete for stories at the Festival when there are a lot of experienced journalists around.



6. 7 Published work

Links to the work Fellows got published are available in their placement reports on the website. All the 2009 Media Fellows had work published whilst on placement and worked in media ranging from newspapers, magazines, online, fact sheets, blogs and radio. One of the 2009 Fellows' story became the most read story on the BBC website for that day. They were also increasingly involved in podcasts and blogs. Fellows were particularly productive during the Festival, producing articles for their host publications and the British Science Association website as well as being involved in the Press Office and Young People's Programme.

"I was chuffed to see two of my stories become the top international news items on their day."

"I assisted the Science Media Centre in preparing a background fact sheet for journalists on epigenetics. I've since heard that this fact sheet was very popular and useful."

"Though it's daunting you do it all for real, you are trusted, especially online you choose your own stories and you know that once online, half a million people have read it"

"I liked getting stuck in straightaway"

6. 8 Evaluation and Celebration

2009 was the 23rd year of the Media Fellowship scheme. An evaluation of the scheme was completed in 2004 covering the years 1987-2003 and an evaluation of the years 2004-2008 is currently underway in partnership with the Susie Fisher Group. An Online questionnaire has been issued to 2004-2008 Fellows, Fellows' supervisors and media hosts. To celebrate the completion of the evaluation report and continuing success of the scheme we hope to host a networking event. The format would be an evening drinks reception in London, with all previous Fellows, hosts and sponsors invited and we are actively looking for sponsors for this event and are aiming to raise £5k.

"This was by far the most interesting and informative thing I have done in my academic career. I thoroughly enjoyed my fellowship and am extremely grateful to the British Science Association for giving me this opportunity."

Suggestions for 2010 placements

- Ensure all forms of media are covered by hosts and former Fellows
- Encourage Fellows to take some story ideas with them on the first day of their placement
- Look into whether or not the media host has a science correspondent affects the Fellow's placement
- Ensure hosts contact Fellows prior to their placement to discuss expectations and explain what a typical day might involve
- Update guidelines for hosts to ensure placements are structured
- Make sure that Festival accommodation is close to the Festival for ease of access for Fellows and to save on travel expenses
- Continue to ensure regional placements
- Fellows' articles could be pinned to the noticeboards in the press centre at the Festival
- Remind Fellows to bring their own laptops to the Festival
- At the 2010 Festival arrange a seminar about freelance journalism for the Fellows which will also be open to Fellows from previous years and sponsors
- Where possible allow Fellows to work on both News and Features desks
- Where possible arrange for Fellows to attend editorial meetings
- No need to produce learning points documents since the Science Media Centre has a lot of good material
- It would be good to have one or two regular events for former Media Fellows – this would get in people's diaries though travelling to the events and work pressures might stop these being successful.
- Allow Research Council/funder to choose their Media Fellow – this would help more senior people to apply and understand the support that the Fellowships enjoy
- Ensure the radio placements have a specific introduction
- Make hosts aware of senior academics and how much they are giving up to go on a placement
- Consider part-time placements e.g. 3 days a week
- Ensure that Fellows are attached to someone specific at the media. Also maybe pair them with people in different departments for different weeks so get a range of experience

7 Debrief Day

A Debriefing Day was held on 4 November to enable Fellows to reflect on their Fellowship and provide feedback and is an integral part of the British Science Association's monitoring and evaluation of the scheme. Two fellows didn't attend but sent in their feedback by email and phone.

The debrief day took the same format as previous years (see agenda, Appendix B). Fellows were given the opportunity to comment on every aspect of the scheme, from the logistics to their individual hosts and placements. They also had the chance to offer any suggestions for improving and developing the scheme in future years.

7. 1 Fellows' future involvement in science communication

Fellows were asked whether they were more or less likely to be involved in science communication in the future as a result of the scheme. All the Fellows said they were more likely to be involved in science communication in the future. A number of the Fellows have already taken opportunities to find out more about public engagement with science and how they might continue to be involved in the future. Some commented that their new skills were already being called upon within their university department.

7. 2 Future employment

Fellows were asked to respond to the comment, "I will leave research science in the next 5 years." This statement resulted in a lot of discussion.

Two Fellows said that they are tempted towards policy work or the media after going on placement. Some Fellows said that they now saw ways to develop their current roles especially where aspects of their jobs bore them. Others would like to keep writing articles but within the context of their present jobs. One Fellow in particular is very glad to go back to their normal job and back to a slower pace. They felt that the scheme had opened their eyes to new possibilities and had shown them how their present skills could be used in a variety of ways.

7. 3 Working with the media

Fellows were asked to consider 'the media' and state, firstly, whether they were more or less confident in communicating with, and through, the media and, secondly, whether they were more or less positive about the media.

All the Fellows said that they were now more confident about communicating with the media. The Fellows said they now know what journalists want. They understand the news process and the networks and how they work. They understand that journalists need clarity in explanations and that often a bad piece in a newspaper is due to bad explanations from the scientists interviewed.

"I now know how to make a journalist's life much easier"

"I no longer believe that the relationship between the makers and messengers of science is as absolutely defined as some would purport."

Perceptions of the media were more varied, although the more significant changes were towards a more positive view of the media. On the positive side, Fellows said that they were greatly encouraged that journalists want to do a really good job. They aim, and feel responsible, for their reporting to be as accurate as possible and don't go for a story at any cost. They developed a great respect for the journalists and saw how they loved their jobs. They witnessed the journalists asking very astute questions in press conferences and being very aware and savvy about 'bad' science and

scientists who were merely out for personal gain. They also noticed some non-specialist journalists being 'scared' of science and not wanting to touch it for fear of getting it wrong.

On the negative side, the Fellows were concerned about the proliferation of soft science over hard science and the direction the media is heading in. They felt that sub editors have a lot to answer for in writing headlines and re-writing and re-sizing the journalist's copy. There was despair at some editorial processes. They noticed some tendency for journalists just wanting to get in print or break a story. They were disappointed that good science wasn't enough to be a story. They also would have liked more involvement in choosing graphics for articles.

8. Impacts

Fellows were asked to identify impacts of their Media Fellowship.

8. 1 On the Fellow

The most considerable impacts of the scheme are on the Fellows themselves. Numerous comments were made about understanding the media world more clearly and the resultant benefits of this. Fellows said that they can now write to much shorter deadlines as well as writing more concisely and making complex issues easy to understand. An increased level of confidence in working across different types of media, in approaching other scientists, talking about science and even in making telephone calls was also a key impact. All the Fellows said their confidence was now greatly increased to do science communication. They also commented that they now had more perspective on the world of science communication and enthusiasm about future engagement opportunities.

8. 2 On the Fellow's institution

A Media Fellowship may be viewed in many different ways within university departments. Over the years Fellows have experienced everything from intrigue and interest through to suspicion and derision. It was agreed that impacts depend very much on the individual Fellow and their position within their institution. Very immediate impacts include a research group blog, some seminars (e.g. to London Medical Training Centres, research institute in Lancaster) and being asked to help with press enquiries. The BRASS Centre in Cardiff is building strong links with BBC Wales through 2009 Fellow Lori Frater. There was a lot of discussion about the poor quality of press officers within the Fellows' institutions and a number of Fellows said that press officers were threatened by them and very defensive about their working practices even if they were clearly not effective!

Fellows are very aware that media-savvy employees bring many potential benefits, not least raising the profile of their institution, attracting better researchers, students and teachers. Increasingly Fellows are finding ways of sharing their learning far and wide. They are running seminars and informal discussions with colleagues on working with the media. The two most common communications routes are through articles in magazines/newsletters and through seminars.

"My project manager and colleagues were so generous to let me go away from our current research project, for a long 7 weeks. I like to think they recognized the benefits associated with the fellowship, not only for me and my further career, but also for our research project."

8. 3 On the hosts

Fellows were asked to describe the impacts of the scheme on their media host. The overwhelming response was that many of the hosts appreciate the “extra pair of hands” in the newsroom and also having a stream of new story ideas.

Fellows also felt they raised the profile of the British Science Association, provided a wealth of contacts in their particular research area and also increased the journalists’ awareness of the constraints of the research world.

Ranked impacts

Fellows were asked to rate the following impacts of their Media Fellowship and to comment on other impacts they felt had resulted from their Fellowship.

Rank	Impact
1 st	Understand the media better
2 nd	Improved writing skills
3 rd =	Other communications skills developed e.g. interviewing
3 rd =	Wider understanding and appreciation of science
4 th =	Negative impacts in workplace
4 th =	Increased confidence

The table shows that the most important impacts were felt to be a better understanding of the media and improved writing skills. Fellows also felt that another valuable impact not listed was the opportunity to meet the other Fellows and discuss and share ideas.

“Discussing and sharing our ideas was a valuable aspect of the fellowship.”

“I would classify discussing our individual experiences with each other almost as important as having the experience in the first place.”

“The evenings were generally spent socialising with the other Media Fellows and journalists, and served as a great opportunity to compare notes”

9. Sponsors

Finally we would like to thank our sponsors for making the Media Fellowships 2009 possible.



<http://www.bbsrc.ac.uk>

EPSRC

Engineering and Physical Sciences
Research Council

<http://www.epsrc.ac.uk>



<http://www.nerc.ac.uk>



The Royal Academy
of Engineering

<http://www.raeng.org.uk>



<http://www.mrc.ac.uk>



<http://royalsociety.org>



<http://www.esrc.ac.uk>

Appendix A

Media Fellowships 2009

Briefing Day

Tuesday 2 June 2009, 10.30-17.30
d.study, Dana Centre, Wellcome Wolfson Building
London, SW7 5HD

- 10.30 Registration – tea & coffee
- 11.00 **Introduction to the day and to the British Science Association**
- 11.10 **Introduction of 2009 Media Fellows**
Fellows introduce themselves: their experiences of the media so far, expectations of the scheme and what they hope to learn
- 12.00 **The Media – online, print and broadcast**
Martin Redfern (BBC Radio Science Unit) and Mike Swain (Daily Mirror) give a brief introduction to working in the media
- 13.00 Lunch
- 14.00 **Press conference simulation**
Stephen White, British Psychological Society, gives advice and feedback on articles that the Fellows write following a mock press conference
- 15:30 Refreshments
- 16:00 **Panel of past Media Fellows**
Angela Hodges (BBC News) and Marcus Pearce (The Guardian) talk about their experiences and answer questions about the scheme
- 17:30 Close
Drinks in nearby pub (optional)

Appendix B

Media Fellowships 2009

Debrief Meeting

Wednesday 4 November 2009, 11.00-15.45
d.study, Dana Centre, Wellcome Wolfson Building

11.00	Arrival and tea/coffee
11.30	Welcome and introduction
11.35	Brief overview of the Fellowships Each Fellow will be asked to give a <i>brief</i> account of their placement - best part and biggest challenge
12.15	Looking at the logistics <ul style="list-style-type: none">• application & web information• possible barriers to applying – young family, time commitment• support & preparation provided by the British Science Association• accommodation and travel arrangements• selection process• British Science Festival
12.40	Productivity/personal growth Key indicators
12.50	Views of the media list of other journalists perceptions before and after ability to work with media before and after
13.00	Lunch
14.15	Involvement in science communication
14.25	Impacts <ul style="list-style-type: none">• Fellows• own institution• hosts Rank impacts
15.10	Learning points document How else share learning
15.40	The future: suggestions and recommendations Support in the future – how? Other MF events
15.45	Close

Appendix C

Media Fellows 2009 Schedule

15 January	Applications open
10 March	Applications close
13 March	Applications collated for shortlisting committee
20 March	Initial shortlisting meeting
23 March	Shortlist sent to hosts
3 April	Reminder sent to hosts
9 April	Deadline for hosts to decide Fellow
24 April	Decisions emailed to applicants
2 June	Briefing day Placement dates confirmed
July – October	Placements take place, varying from 3-7 weeks
6-11 September	Fellows attend the British Science Festival as a representative of their host
22 October	Fellows are required to submit a report on their placement
4 November	Debrief day

Appendix D

2009 Fellow	Media organisation	Institution	Subject area
Dr. Rosie Chance	Countryfile (Birmingham)	Department of Chemistry University of York	Environmental chemistry
Dr. Sudeep Chand	BBC Radio & Online (London)	Global Health Team Department of Health, London	Public health and global health
Dr. Simon Choppin	The Guardian (London)	Centre for Sport and Exercise Science Sheffield Hallam University	Mechanical engineering
Ms. Lori Frater	BBC Wales (Cardiff)	BRASS Centre Cardiff University	Environmental law
Dr. Kate Mandeville	The Times (London)	University College London	Public health
Prof. Pat Monaghan	The Scotsman (Edinburgh)	Division of Ecology & Evolutionary Biology University of Glasgow	Biological science
Prof. Jeremy O'Brien	The Irish Times (Dublin)	Centre for Quantum Photonics University of Bristol	Quantum physics
Dr. Griet Scheldeman	BBC Radio & Online (London)	Lancaster Environment Centre Lancaster University	Social anthropology, ethnography
Dr. David Schley	Times Higher Education (London)	Institute for Animal Health Pirbright, Surrey	Mathematical modelling
Dr. Mark Sergeant	Mirror & Science Media Centre (London)	Division of Psychology Nottingham Trent University	Psychology
Dr. Fiona Tomkinson	Nature	Department of Mathematics	Mathematics and its

	(London)	University of Surrey, Guildford	applications
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