



WE ARE PLEASED TO INVITE
YOU TO A SEMINAR BY:

**Fiona Fox
&
Kevin Folta**

Science and the Media – the view from the front line

If you have ever worked with the media on a new science story, you may have noticed that sometimes, the end article does not read the way you had hoped. You may also have found yourself in the middle of an argument that was founded on inaccurate science. In a society that is heavily influenced by the "news of the day" and what will get the most media attention, as scientists, how do we ensure the right story is told to the public? Join Fiona Fox, Chief Executive of the Science Media Centre in the UK, and Kevin Folta, Professor and Chair of the Horticultural Sciences Department at the University of Florida, Gainesville, FL, to learn more about science and the media. The Science Media Centre works with scientists and journalists, and believes scientists can have a huge impact on the way the media cover scientific issues by engaging quickly and effectively with the stories that are influencing public debate and attitudes to science. Kevin Folta is a world-renowned plant scientist with extensive experience in science communications and managing controversial topics such as biotechnology, GMOs and genome editing by making them accessible to a lay audience.

For more details on this seminar, and bios for Fiona and Kevin, visit gifs.ca - Events.

**Monday, June 18, 2018
2:00 pm - 3:30 pm
Refreshments to follow**

ROOM 1150
HEALTH SCIENCES BUILDING
U OF S CAMPUS



About GIFS

The Global Institute for Food Security (GIFS) performs discovery research that aims to deliver transformative innovation in agriculture in both the developed and the developing world. To address these issues, GIFS' research focuses on three areas: Seed and Developmental Biology, Root-Soil-Microbial Interactions, and Digital and Computational Agriculture. GIFS was founded as a public-private partnership among PotashCorp, the University of Saskatchewan, and the Government of Saskatchewan and is based at the University of Saskatchewan. It is the home of leading researchers and has attracted over \$100M in funding to date.