

SPJ's 'Secrets for Success in Science Journalism'

Posted on Tuesday, Apr 11, 2017

The Madison chapter of the Society of Professional Journalists (SPJ) will host "Secrets for Success in Science Journalism," designed to offer journalists, science communicators, and students tips for producing accessible, accurate, and intriguing science stories.

The full-day conference will be held Friday, April 21, 2017, on the UW-Madison campus, 2195 Vilas Hall, 821 University Ave., Madison, WI 53706. Registration begins at 9:30 a.m., with seminar sessions starting at 10 a.m. and concluding at 3 p.m. [Register online through Eventbrite.](#)

Journalists and science communicators from across a broad range of scientific disciplines and professional backgrounds will share their expertise in science reporting and seeking out science resources.

Agenda

9:30 a.m. — Registration

10:00-11:00 a.m. — **"An Overview of How Science Is Used in Everyday Reporting"**

Ron Seely, freelance science and environment writer covering stories throughout the Great Lakes Region, senior lecturer in UW-Madison Department of Life Sciences Communications, and former science and environment reporter for the *Wisconsin State Journal*

11:00 a.m.-12:00 p.m. — **"How I Learned to Love Science"**

Rebecca Wallace, public affairs specialist for the U.S. Forest Service, Forest Products Laboratory

Mark Johnson, Pulitzer Prize-winning *Milwaukee Journal Sentinel* health and science reporter

12:00-1:00 p.m. — Lunch and networking

1:00-2:00 p.m. — **“Science Resources in Wisconsin”**

Kelly Tyrrell, UW-Madison science writer

Adam Hinterthuer, director of programs at the Institute for Journalism & Natural Resources and communications, Center for Limnology at UW-Madison

2:00-3:00 p.m. — **“How Journalists Get Science Wrong and How to Improve”**

Gregory Nemet, UW-Madison associate professor of public affairs and environmental studies

Dominique Brossard, chair of UW-Madison Department of Life Sciences Communication

[Register online through Eventbrite.](#) A \$30 registration fee for non-SPJ members includes lunch. Registration fee is waived for current SPJ members and students, but the lunch price is \$10.

City of Madison parking is available in the [State Street Campus Garage](#), with entrances at 400 N. Frances St. and 400 N. Lake St.

This event is sponsored by Wisconsin Broadcasters Association, Wisconsin Newspaper Association, and *Wisconsin State Journal*.