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| **IOMP webinar on IDMP 2021:** **Communicating the Role of Medical Physicists to the Public****Sunday, 7th November 2021 at 12 pm GMT**[**Register here**](https://iomp.us19.list-manage.com/track/click?u=d17ba0815097254ec4da8a72b&id=090eb1756e&e=8a889bb8b2)To check the corresponding time in your country please check this link:[https://greenwichmeantime.com/time-gadgets/time-zone-converter/](https://iomp.us19.list-manage.com/track/click?u=d17ba0815097254ec4da8a72b&id=8791123721&e=8a889bb8b2)**Organizer: Madan Rehani, President, IOMPModerator: Madan Rehani** Speaker 1**Title: Why Communicating the Science is Worth the Effort****Professor Joan Leach****Director, Australian National Centre for the Public Awareness of science** **The Australian National University (ANU)** NEW BOOK: An Ethics of Science Communication<https://www.palgrave.com/gp/book/9783030321154>Professor Joan Leach, PhD is a TED talker. She is Director of the Australian National Centre for Public Awareness of Science and Chair of the Academic Board at The Australian National University. She also Chairs the National Committee for History and Philosophy of Science at the Australian Academy of Science. Her recent books include An Ethics of Science Communication (with Fabien Medvecky) and an edited collection, Science Communication: A Global Perspective which tells the stories of 39 nations and territories attempts to raise the profile of science over the last 50 years. While remaining transfixed by science, she advocates for better science communication that critically examines the social impacts of science, technology and biomedicine.Speaker 2**Title: Communication is Understanding Waiting to Happen****Jeanne Erdmann****Award winning health and science journalist**• Tagline: Independent health and science journalist, board member Association of Health Care Journalists, cofounder The Open Notebook• She is freelance journalist who lives near St. Louis, Missouri. Nearly 20 years ago, she left the world of cells and microscopes for writing and reporting. Jeanne specializes in genetics, aging, end-of-life issues, and wellness. Her work has appeared in both trade and consumer publications, including Real Simple, Discover, Science News, Family Circle, Nature, Nature Medicine, Women’s Health, and The Washington Post. She is a board member of the Association of Health Care Journalists, and co-founder and editor at The Open Notebook, a craft-focused site for science, health, and environmental writers. She’s also been the recipient of numerous awards and fellowships. Speaker 3**Title: Journalists – love them hate them but you need them. How to make friends with the press and benefit from the results****Peter Rickwood****Executive Director, Atomic Reporters, Vienna, Austria.**He was environmental journalist on Canada’s largest daily newspaper; then Press Officer for a decade at the International Atomic Energy Agency (IAEA); media advisor to the Comprehensive Nuclear-Test-Ban Treaty Organization (CTBTO); consultant to the United Nations Scientific Committee on the Effects of Atomic Radiation (UNSCEAR); and is founder Atomic Reporters which has been organizing training workshops bringing specialists and journalists, professional and citizen together, to promote nuclear literacy and support more informed reporting |

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