

EVOKE BCN 2021 meeting

Title: Communicating evolution in the media: Contacting media professionals, exploring different media channels, getting noticed and getting your message across

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Summary: A good and compelling news article is a good way for research findings to reach wide and diversified audiences. However, when writing a news article we must follow a structure and pay attention to details that are different than when writing a research paper. In this workshop we will explore these differences, discuss our ideas about a good news article, and the participants will prepare a draft of a news article based on a research paper of their choice.