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**Media Release**

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**For immediate release:**

**Top South African young science communicators to compete for the FameLabSA finals**

Nineteen top young science communicators in South Africa in the fields of science, technology, engineering and mathematics will compete in the FameLab SA semi-finals at Sci-Bono Discovery Centre on Saturday, 12 March 2016.

To prepare them to be the next science personality, ahead of the semi-finals on Saturday, the semi-finalists will receive world-class training in science communication on Thursday and Friday (10 and 11 March 2016) this week.

Internationally acclaimed trainer, Malcolm Love from the United Kingdom, will run the FameLab SA Master Class. Love is the chief trainer for ‘Famelab’ and ‘Famelab International’ running Master Classes in public communications.

He is a public communication skills coach, trainer and consultant. He specialises in public engagement of scienceand runs workshops in the UK and internationally to help scientists and engineers better engage with the media and the public.

He has vast experience in science communication and has taught science communication for 13 years at Birkbeck College, London.

Ten finalists will be selected to go to the national finals and have a shot at ‘Pop Idols of Science’ fame. The finals will take place on 4 May 2016 and will be held at the Cape Town International Convention Centre.

The winner will represent South Africa at the world stage in the United Kingdom on the 8 and 9 June 2016.

FameLab is an international competition searching for 21 to 35 year olds working in or studying technology, engineering, medicine, biology, chemistry, physics, maths or any other scientific discipline. With over 25 participating countries, worldwide, it has been dubbed the ‘Pop Idols of Science’!

It’s not just about Fame however; this comes at a time where understanding science and technology are essential to our health and wellbeing. Science should be useful and can only be so if the public is able to engage and understand. Unfortunately, scientific concepts and findings are not always communicated all too well to the public. This is what FameLab strives to address.

Through FameLab, a diverse range of young scientists have been provided with the opportunity to improve their skills or discover their talent for communicating science, and engage with public audiences on diverse science topics.

You might wonder who will be the next ‘Pop Idols of Science’. Your guess is as good as the sponsors of the competition, the British Council, in partnership with Jive Media Africa and the South Africa Agency for Science and Technology Advancement (SAASTA),

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**EDITORS’ NOTES**

**About the British Council:**

The British Council is the UK’s international organisation for educational opportunities and cultural relations. We create international opportunities for the people of the UK and other countries and build trust between them worldwide.

For more information, please visit: <http://www.britishcouncil.org.za/>. You can also keep in touch with the British Council through <https://twitter.com/zaBritish>

**About Jive Media Africa:**

Jive Media Africa creates innovative, cutting edge communications; grabbing attention and conveying crucial messages in accessible ways.

An [award-winning](http://jivemedia.co.za/blog/nstf-award-winners/) multi-media company, Jive Media Africa produces media strategies and products that challenge and inform, making a difference in the areas of Science and Technology (Jive Science), Biodiversity Conservation (Jive Earth), Children in the context of HIV/ AIDS (Jive Children) and Human Rights (Jive People).

Jive Media Africa strategizes the best combination of media for the message, and importantly, for the target audience.

For more information, please visit <http://jivemedia.co.za/>. You can also follow them on Facebook: <https://www.facebook.com/JiveMediaAfrica>

**About SAASTA:**

The South Africa Agency for Science and Technology Advancement (SAASTA) is a business unit of the National Research Foundation (NRF) with the mandate to advance public awareness, appreciation and engagement of science, engineering, innovation and technology in South Africa.

SAASTA’s contribution to the NRF’s vision is to grow the pool of quality learners today who will become the scientists and innovators of tomorrow.

For more information, please visit <http://www.saasta.ac.za/>.

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