

## ONE DAY FACE-TO-FACE MEDIA WORKSHOP

**9.15** Trainers' introduction. **Exercise:** introducing yourself to a non-academic audience. What makes a good story? Understanding the Media. Language and Audience. Identifying "newsworthy" elements in your work.

**1100** Coffee break.

**1115** Initial contacts with the media. Your press office (*optional input from university comms. staff*). **Exercise:** Writing a headline and a summary for a press release based on your research. How to contact journalists. Tips on using social media to draw journalists' attention to your research, and building relationships with journalists.

**1230** Interviews as an active opportunity, not a passive experience: preparing your messages. Taking control of the interview. Techniques for handling difficult or hostile questions.

**1300** Lunch.

**1345 – 1415** Preparation for interview exercise. **Exercise:** recording of on-camera interviews for each participant (2 takes each) based on their pre-course questionnaires

**1445** tea break

**1415-1715** Interviews, playback and discussion

## TWO DAY (MORNINGS) ONLINE MEDIA WORKSHOP

### Day 1

**9.15-11.00** Trainers' introduction. **Exercise:** introducing yourself to a non-academic audience. What makes a good story? Understanding the Media. Language and Audience. Identifying "newsworthy" elements in your work.

**1100** Coffee break.

**1115-12.15** Initial contacts with the media. How your press office can help you. **Exercise:** Writing a headline and a summary for a press release on your work. How to contact journalists. Tips on using social media to attract journalists' attention to your research, and building relationships with journalists.

**1215-1300** Interviews as an active opportunity, not a passive experience: preparing your messages. Taking control of the interview. Techniques for handling difficult or hostile questions.

### Day 2 (participants work in two separate groups/Zoom meetings)

**9.15 - 13.00 (with breaks after each recording round) Exercise:** recording of 2 on-camera/radio down-the-line interviews for each participant based on the information about their research in the pre-course questionnaires.

### **ONE DAY FACE-TO-FACE PODCASTING WORKSHOP**

**0915** Introductions. Communication: getting through versus giving out. Pitching correctly to the audience. Telling a good story in a podcast. What works and what doesn't (discussion of podcast examples)

#### **1100 Coffee break**

**1115-1200** Podcast as a 'conversation' with the audience. Tips for interviewers in **interview/conversation** type podcasts . Getting a conversational tone in a **talk** format. The role of sound and video illustrations. Preparing and structuring a podcast

**1200-1300** Preparation for recording a podcast

#### **1300-1400 Lunch**

**1400-1530** Recording and playback of a 4 min interview type **video/audio** podcast in pairs.

#### **1530 Tea/coffee break**

**1545-1715** Preparing, recording and playback of a 3 min straight talk podcast (**video/audio**)

### **TWO DAY (MORNINGS) PODCASTING WORKSHOP**

#### **Day 1.**

**0915** Introductions. What makes an effective podcast. Communication: getting through versus giving out. Pitching correctly to the audience. Telling a good story in a podcast. Discussion of podcast examples (what works and what doesn't)

#### **1100 Coffee break**

**1115-1200** Podcast as a 'conversation' with the audience. Tips for interviewers in **interview/conversation** type podcasts . Getting a conversational tone in a **talk** format. The role of sound/video illustrations. Preparing and structuring a podcast

**1200-1300** Preparation in pairs for recording an interview podcast

**Day 2 (participants work in two separate Zoom meetings)**

**9.15 – 11.00** Recording and playback of a 4 min interview type **video/audio** podcast in pairs.  
Discussion and feedback.

**11.00-11.15** Tea/coffee break

**11.15- 13.00** Preparing, recording and playback of a 3 min talk podcast (**video/audio**).  
Discussion and feedback