

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