

## Media skills: asynchronous course

This asynchronous section of the course comes in two parts: the first delivered before the live Zoom meeting, and the second afterwards.

Part 1 consists of short videos, slide presentations, case studies, quizzes and text lessons that will take between three and four hours to complete. Trainers will be available to answer questions and share ideas in the discussion sections accompanying each lesson. This section culminates in an exercise where delegates are asked to prepare for a media interview, based on the learning they have just completed.

Following the live Zoom event that forms Part 2 of the course, Part 3 consists of a further chapter to complete the training, with additional examples and resources.

### Media skills: part 1

Chapter	Description
Chapter 1: Getting started	<ul style="list-style-type: none"> <li>• Introduction to news media and how it covers science</li> <li>• What journalists look for in stories</li> <li>• Press releases</li> </ul>
Chapter 2: Explaining your science in interviews	<ul style="list-style-type: none"> <li>• How to deal with jargon</li> <li>• Avoiding misunderstandings</li> <li>• How to clarify your science without “dumbing down”</li> <li>• Connecting with your audience</li> </ul>
Chapter 3: Preparing for interviews	<ul style="list-style-type: none"> <li>• Understanding what journalists want from interviews</li> <li>• Effective planning and interview techniques</li> <li>• Exercise: prepare a plan for a media interview</li> </ul>

### Media skills: part 3

Chapter	Description
Chapter 4: Beyond the news	<ul style="list-style-type: none"> <li>• Engaging with documentary makers</li> <li>• Best practice</li> <li>• Science communication in the age of misinformation</li> <li>• Resources and further reading</li> </ul>

## Media skills: live Zoom session

In this live Zoom meeting, delegates will use their interview plans in three practice interviews: two for radio (one easy, one hard) and one remote TV interview. There will also be sessions on the broader context of science in the media and how different media outlets serve the interests of their specific audiences.

### Media skills: part 2

Time	Description
13:00 -14:00	<ul style="list-style-type: none"> <li>• Introductions and radio interview demonstration</li> <li>• Delegates split into two groups for their “easy” radio interviews</li> </ul>
14:00-14:15	Break
14:15–15:15	<ul style="list-style-type: none"> <li>• Exploring the broader context of your research</li> <li>• Preparing for difficult questions</li> <li>• Delegates split into two groups for their “hard” radio interviews</li> </ul>
15:15-15:30	Break
15:30-17:00	<ul style="list-style-type: none"> <li>• How the media tailor science stories to different audiences</li> <li>• Requirements of TV interviews</li> <li>• Parallel sessions: press release editorial group exercise and individual remote TV interviews</li> </ul>
17:00 - 17:15	Recap of the day, discussion of any questions
17:15	END