

Writing About Your Research

Course Agenda

Time	Activity	Description
09:00 - 09:30	Arrival, registration	
09:30 - 11:00	Key principles of communicating science	<ul style="list-style-type: none"> • Fundamental principles of science communication • Making your research accessible: how to structure a short, popular-science-style explanation of your work • How to tailor your communication to different audiences • Tips for effective writing
11:00-11:15	<i>Coffee break</i>	
11:15-13:00	Writing for non-specialists	<ul style="list-style-type: none"> • Exercise 1: draft a short popular-style article about your research • Exercise 2: working in pairs, edit your partner's article. Course trainers circulate and offer feedback. • Best practice in science communication: avoiding hype
13:00 - 13:30	<i>Lunch</i>	
13:30-15:00	Introduction to press releases; long-form science writing	<ul style="list-style-type: none"> • How press releases work, the role of the press office • How science hits the headlines • Long-form writing: features and the power of narrative • Exercise 3: working in pairs, devise "hooks" to draw an audience in to a long-form story about your work • Narrative in non-written contexts: TV / radio and talks.
15:00-15:15	<i>Tea break</i>	
15:15-16:45	Science and social media	<ul style="list-style-type: none"> • Social media overview: what's out there, how it can help • Blogging: what makes a great blog, multimedia content, how to blog if you have little time • Twitter and other social media: use in academia and outreach • Exercise 4: "webify" your short article, design a social media post to publicise it • Tools and strategies to manage social media
16:45 - 17:00	Final discussion	<ul style="list-style-type: none"> • Recap of the day, discussion of any questions
17:00	END	

Media Skills

Course Agenda

Time	Activity	Description
09:00 -	Introduction to the media	<ul style="list-style-type: none"> • Media outlets covering science • How science hits the headlines • What journalists look for in stories • How to prepare for interviews
10:00- 11:00	“Soft” radio interview exercise	<ul style="list-style-type: none"> • Practise a “soft” radio interview, receive tutor feedback
11:00-11:15	<i>Coffee break</i>	
11:15-12:00	The role of journalists and scientists in science communication	<ul style="list-style-type: none"> • How misreporting of science can arise; how scientists can reduce the risk of this happening • Science journalists as critics of science • The broader social, ethical, economic context of science • Preparing for tough questions from journalists
12:00 - 13:00	“Hard” radio interview exercise	<ul style="list-style-type: none"> • Practise a “hard” radio interview, receive tutor feedback
13:00 - 13:30	<i>Lunch</i>	
13:30-14:15	Different audiences, different media How science works on TV	<ul style="list-style-type: none"> • Exploring the different audiences among “the public” • How different outlets cover stories differently and why • “Framing” in science communication • What TV outlets look for in stories • Requirements of TV interviews
14:15 -15:15	Concurrent editorial meeting and TV interview exercises	<ul style="list-style-type: none"> • Split into groups and role play editorial meetings at different media outlets • Meanwhile, individual delegates practise remote TV interviews, receive tutor feedback
15:00-15:15	<i>Tea break</i>	
15:30-16:00	Review of editorial exercise	<ul style="list-style-type: none"> • Review headlines and angles produced by different teams • Discuss best practice guidelines in media communication
16:00 - 16:45	When old media meets new	<ul style="list-style-type: none"> • How old and new media complement each other • How scientists can leverage both to communicate
16:45 - 17:00	Final discussion and END	