

Hey you, let me tell you about my research

Get public media outreach

Brief course description and agenda

Learning objectives

A student who has met the objectives of the course will be able to:

- Have insight into and understand the basic news criteria of the media, the inverted journalistic triangle, and the basic principles of journalistic writing
- Understand how journalists work and know how to collaborate with them on communicating your research.
- Identify target groups and differentiate between different media when pitching the story about your research.
- Use basic and easy-to-use tools for how to communicate to an audience that reaches beyond the scientific peers.
- Demonstrate how to write a press release with the purpose of disseminating science and extend the public's knowledge and benefits of scientific work.

Target group

- This course is relevant for phd students, post hoc's, scientists working in public or private organizations
- The focus of the course is to enable participants to communicate about their research to the public by reaching out to the media

Format

- 2 x 8 hours in the class room with a mix of lectures, exercises, plenary session, and feedback
- Preparation (reading the book, preparing a case, and preparing for an interview in front of a camera)
- Homework (each participant writes a press release between day 1 and day 2)

Qualifications and requirements

- Participants need to bring a case to the course. A case is defined as a story from the laboratory, the clinic, the hospital, or else – i.e. where the PhD student is doing his / her research. During the course, the cases will be used for practical exercises in journalistic communication.
- Mandatory pre-reading encloses a textbook written by the lecturer, Charlotte Strøm. The book will be provided as an e-book in English or Danish – in addition to an optional hard copy for each participant.
 - e-bog 'Forstå dog, hvad jeg mener' ISBN 978-87-994812-2-4
 - Trykt bog 'Forstå dog, hvad jeg mener' ISBN 978-87-994812-1-7

Agenda Day 1

VENUE

Forskerparken 10, 5230 Odense M

08:00

Welcome and introduction

Exercise

The news criteria

Exercise

Break

Journalistic writing versus scientific

Angling a story

Exercise

Break

Target groups

Exercise

12:00

12:45

Lunch Break

The key message

Exercise

Break

Abbreviations, language – do's and don'ts

Hey-You-See-So

Exercise

Break

Being a source

Break

Introduction to the homework

15:30

16:00

Wrap up and evaluation

Adjourn

Agenda Day 2

VENUE

Forskerparken 10, 5230 Odense M

08:00

Welcome back and recap of shared learnings
Oral feedback on the homework

Exercise
Group work

Break

Being a sender
Pitch your story

Exercise

12:00 12:45

Lunch Break

Live interviews – and feedback

Exercise

Break

Live interviews – and feedback

Exercise

Break

15:30 16:00

Wrap up - 10 obstacles and how to overcome them

Evaluation

Adjourn

Faculty

Course director and teacher

Charlotte Strøm

MD, PhD, Journalist, Author

SharPen – Medicine in media

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