



Media training for scientists

Our one-day media training workshop helps you learn how to better present your work to the media to the public and your stakeholders.

We focus on helping you present your science in a way that attracts attention, helps journalists cover your story accurately, and meets your needs.

We bring in three working journalists from TV, radio and print to talk about how news is put together and what they need to help them cover a story. Journalists who have helped out in the past include Gerard Scholten from Channel Ten, Bridie Smith from The Age, and Donna Demaio from 3AW news.

Over the course of the day you will learn the communication skills needed to refine and present your story to maximise your chances of getting your message across. We work with you to extract the essence of your story, and to shape your narrative to suit the intended media and your other audiences.

You will experience typical interactions with journalists—a TV interview, a radio interview and pitching your story to a print journalist—and you will receive feedback to help you improve your performance. Many people find these interactions the hardest, but most rewarding, part of the day.

Participants tell us that after the course they feel more prepared for media interviews, and less afraid of the whole process. They also tell us that the training has improved their skills in presenting to and writing for stakeholders, customers and the public.

We take no more than 12 people in each course, and provide morning tea, lunch, afternoon tea and lattes on demand. The workshop structure is licensed from our friends at Econnect Communication.

The cost is \$740 + GST per person.

Email niall@scienceinpublic.com.au or call (03) 9398 1416/9078 5398 to reserve a place.

More information on our media training is available at www.scienceinpublic.com/training.

Contact us to be put on our mailing list and we will let you know when courses are coming up.

About Science in Public

We specialise in talking about science—to the public, to the media, and to government. We've contributed to evidence-based discussion of many controversial issues: from GM to influenza; nanotech to climate change; BSE to rabbit control.

We've been the writers and publicists for the Prime Minister's Prizes for Science since 2004, and we've managed L'Oréal Australia's *For Women in Science* Fellowships since their foundation in 2007.

We've coordinated the media for high-impact conferences, including the recent UN conference on global health and the Millennium Development Goals. This involved 150 accredited journalists and led to hundreds of stories including 12 TV news stories, several pages of coverage in The Age, dozens of radio interviews and a million online impressions via Twitter and Facebook.

For more information visit www.scienceinpublic.com.au.

Upcoming courses

Melbourne:

(The Clare Café, Carlton)

- Wednesday 7 December 2011
- Tuesday 7 February 2012
- Wednesday 14 March 2012

Sydney:

(The Big Dig Archaeology Education Centre, The Rocks)

- Thursday 1 March 2012

Canberra:

(Australian Academy of Science)

- Dates TBA

Contact us

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Other recent clients and projects include:

- PM's Prizes for Science
- L'Oréal Australia
- Australian Institute of Physics
- Commonwealth Innovation Department (DIISR)
- Australian Academy of Science
- CRC Association
- Australian Synchrotron
- Fresh Science
- 5th World Conference of Science Journalists (Melbourne 2007)
- World Congress of Science and Factual Producers (Melbourne 2009)
- CSIRO