



Media training for scientists

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

Complex science can be hard to get across in the media. Journalists are looking for a ten second grab while you're trying explain years of research.

We help participants distil the essence of their science into an interesting story that works for the media and is still true to the science.

The course is based on the approaches we've honed over the past 25 years. Recently we helped CERN announce the discovery of the Higgs boson and helped the Australian Institute of Marine Science reveal that we have lost half the coral cover on the Great Barrier Reef in 27 years. Both made the front pages.

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.

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 recent Melbourne courses include Alicia McMillan from Channel Ten, Michael Scanlan from Channel 7, Bridie Smith from The Age, Blanche Clark from The Herald Sun and Donna Demaio from 3AW news.

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 course costs \$880 (\$800 + GST) per person and runs from 8.30am to 5pm.

Email margie@scienceinpublic.com.au or call (03) 9398 1416 to reserve a place. Or contact us to be put on our mailing list and we will let you know when courses are coming up.

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

We can run additional courses at other locations. If you can supply four or five people, we can probably find a few more to make it viable.

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 assist with the story-telling and publicity for the Prime Minister's Science Prizes, manage the L'Oréal Australia For Women in Science Fellowships, run Fresh Science and a host of other events.

Our current and recent clients include: Nature, the Australian Institute of Physics, the Australian Institute of Marine Science, Geoscience Australia, EMBL (European Molecular Biology Laboratory) Australia, GAVI, the Biomedical Research Victoria, Centenary Institute and the University of Tasmania.

For more information visit www.scienceinpublic.com.au

See upcoming dates for

- Melbourne
- Sydney
- Canberra
- Adelaide
- Perth

www.scienceinpublic.com.au/training

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Other recent clients and projects include:

- ANSTO
- Aust Academy of Science
- Australian Institute of Physics
- Australian National Data Service
- Australian Regenerative Medicine Institute
- Australian Synchrotron
- CSIRO
- CSL
- Eureka Prizes
- FameLab Australia
- Imaging CoE
- Inspiring Australia
- International Year of Light 2015
- National Stem Cell Foundation of Australia
- Nature
- Questacon
- Research Australia
- RIKEN, Japan
- University of Melbourne
- VLSCI (Victorian Life Sciences Computational Initiative)