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| Course Code & Title | LISS347 Media Training | | | | |
| Convenor(s) | Media Players International : Tim Grout-Smith & Lily Poberezhska | | | | |
| Institution | King's College London | Department | LISS DTP | | |
| Academic Year | 2018-19 | Term | Autumn | | |
| Number of sessions | 1 | Research Platform | Knowledge Exchange & Co-generation | Length of Session(s) | 1 day |
| Day, Date | | Start : End | | Room Location | |
| Tuesday 4 December 2018 | | 0930 : 1715 | | 2.43 Franklin-Wilkins Building, SE1 9NH | |
| Enrolment Links: | https://goo.gl/qtBqAn You may be prompted to log into SkillsForge Details on when courses open for booking can be found here: https://liss-dtp.ac.uk/our-training-programme/ | | | | |

Course Description:

This is a one-day Media Workshop designed specifically for PhDs and early career researchers who want to build their research profile in the non-specialised media. The trainers, ex-BBC journalists with decades of training experience, prepare exercises and interviews tailored for each participant’s area of study, so are able to offer the training to mixed groups from different academic backgrounds.

This interactive workshop leads from identifying media-friendly elements in research, building relationships with journalists through various channels, giving concise expert comments and concludes with on-camera interviews and playback analysis.

Throughout, trainees are given examples, templates and tips on how to tackle the exercises, to increase their confidence and broaden their understanding. The trainers do not believe in learning by humiliation and see properly-grounded confidence as the key to interview success.

Learning Outcomes

- Knowing how to identify newsworthy, 'media-friendly' elements in their research
- Knowing how to 'pitch' their research to the media
- Mastering techniques for taking control of the interview and for answering difficult or hostile questions
- Increased confidence in giving interviews to print and online media, radio and TV

Schedule

9.30 Trainers’ introduction. **Exercise:** introducing yourself to a non-academic audience. What makes a good story? Understanding the Media. Language and Audience. Identifying “newsworthy” elements in your work.

1100 Coffee break.



1115 Initial contacts with the media.

Exercise: Writing a headline and a summary for a press release on your work. How to get a letter published in the press, tips on using social media to attract journalists' attention to your research and building relationships with journalists.

1230 Interviews as an active opportunity, not a passive experience: preparing your messages. Taking control of the interview. Techniques for handling difficult or hostile questions. Specifics of printed, online and broadcast media.

1300 Break for lunch

1345 – 1415 Preparation for interview exercise.

Exercise: recording of on-camera interviews for each participant (2 takes each)

1445 tea break

1415-1715 Interviews, playback and discussion

Eligibility:

You must be a PhD student at one of the LISS DTP partner institutions. You should be using social science methodologies in your research.

Pre-course preparation:

No pre-course preparation is required

Number of students: 15 max