

# WORKING WITH THE MEDIA FOR ACADEMICS



## SAMPLE WORKSHOP SCHEDULE

### Morning Session

	Time	Duration	Session	Format	Main outcomes
i	09.45	15 mins	Arrival coffee		
ii	10.00	10 mins	Course and people introduction		
iii	10.10	1hr 30mins	Understanding how Journalists work – developing a win/win situation.	Press Conference exercise and discussion	Understanding the importance of deadlines, the need to know what journalists want and meeting those needs, the importance of knowing what your story is and “selling” it in to journalists, how simple tools such as news releases and briefing notes save time for journalists and help ensure accuracy, an understanding of why journalists ask the questions they do and how to pre-emp the problems that can arise with misinterpreted facts.
iv	11.40	30 mins	Getting to grips with news	Presentation	How to identify newsworthy stories, how to build news features into your work, the importance of people in news stories.
v	12.10	50 mins	Finding a story in your work	Practical exercise	Looking at current activity from a journalists perspective and identifying newsworthy aspects.
vi	13.00	45 mins	Lunch		

## Working with the media for academics Sample programme (Cont.)

### Afternoon session

	Time	Duration	Session	Format	Main outcomes
Vii	13.45	45 mins	News releases writing – why, what, how?	Presentation	How to work with the PR professionals who write releases, how a news release works and how it is structured and why – the language and format differences with academic writing, key features of the first paragraph, 5 ws, the importance of quotes.
viii	14.20	30 min	The Broadcast media	Presentation	How broadcast media differ from written media, features to consider with different broadcast media, what to expect in different broadcast settings e.g. live studio or recorded on site. Being an active consumer of the media as a learning tool.
ix	14.50	10 min	Comfort break		
x	15.00	40 mins	Being interviewed - Hints and Tips for setting the agenda and giving a good interview	Presentation	Creating a win / win environment for you and the journalist. The importance of preparation, how to lead the direction of an interview onto your agenda, dealing with challenging questions. Developing three key points.
xi	15.40	20 mins	Three key messages	Practical exercise	Using existing work to develop three key messages they could use in an interview.
xii	16.00		Course closure		

**This workshop is accompanied by a comprehensive CD Rom containing a range of resources to back up the content of the workshop and facilitate future media work.**