Training scientists to use the media effectively

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This practical workshop will engage participants in hands-on exercises designed to enhance their skills in training and interacting with scientists where the objective is effective media performance. The workshop will:

(a) describe a successful model for training scientists in media skills (as used in Australia), and compare this with other models used in other countries
(b) demonstrate practical exercises for improving scientists’ skills in using the media including message design, media release writing, media events and media interviews
(c) look at evaluation techniques for assessing the success of training exercises
(d) discuss the need for on-going media skills training of scientists, including techniques for teaching issues management in advanced media skills courses

Participants in the workshop will have a chance to play the role of a ‘scientist’ and participate in practical and hands-on exercises, including:
- being interviewed for television and radio (complete with video and audio recording)
- participating in a ‘mock’ press conference
- engaging with an ‘anti-science’ protagonist in a two person radio debate