

**Media Skills for Scientists Workshop**  
**PRBB Barcelona – 1 March 2011**  
**Eric May, Media Consultant**

**Agenda**

*0930-1330 (includes coffee break)*

- **Introduction and course principles**
- **Understanding the audience and the media**  
*Objective: identify audience needs and expectations; get methods for understanding what the media wants and needs; find techniques for connecting complex issues with audiences*
  - Group discussion
- **Interview exercise #1: communicating ideas clearly**  
*Objective: identify difficulties in television interview situations; get techniques for effectively expressing ideas in television interviews*
  - Practical exercise and critique
- **Effective sound bites**  
*Objective: get methods to express complex ideas clearly and effectively; find techniques for expressing technical topics to non-technical audiences*
  - Practical exercise and critique
- **Performance, body language, and charisma**  
*Objective: find methods to express ideas confidently and clearly; identify techniques to be more comfortable in difficult interview situations*
  - Group discussion and principles

*1330-1500 - Lunch*

*1500-1800 (includes coffee break)*

- **Interview exercise #2: expert interview**  
*Objective: identify techniques for giving effective interviews in participants' area of expertise/field of research*
  - Practical exercise and critique
- **Writing effective press releases about your work**  
*Objective: find techniques for creating clear, compelling press releases in participants' area of expertise/field of research for external, non technical audiences*
  - Practical exercise and critique
- **“What do you think you should say?”**  
*Objective: identify techniques for expressing ideas clearly and confidently in the most difficult interview situations*
  - Group discussion
- **Conclusion and evaluation**
  - Toolkit: Media skills for PRBB scientists