

MPI MEDIA WORKSHOP SAMPLE AGENDA

9.15 Trainers' introduction. **Exercise: introducing yourself to a non-academic audience.** What makes a good story? Understanding the Media. Language and Audience. Identifying media friendly elements in your work. Identifying "newspegs" on which to hang your story.

1100 Coffee break.

1115 -11.45 Pitching your work to the media. **Exercise: Writing a headline and a summary for a press release on your work**

11.45-12.15 Initial contacts with journalists (with optional contribution from the university PR office). Getting your letter published in newspapers.

12.15-13.00 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 interviews for printed and broadcast media. Interview preparation, body language, how to avoid potential pitfalls

1300 Lunch.

1345-14.00 Preparation for interview exercise

14.00-16.00 **Exercise: recording of TV/radio interviews for each participant** (2 takes, if time allows)

15.00 Tea break

1600-1715 Interviews playback and discussion

MPI PODCASTING WORKSHOP SAMPLE AGENDA

0915 Introductions. Communication: getting through versus giving out. Pitching correctly to the audience. Telling a good story in a podcast. What works and what doesn't (discussion of podcast examples)

1100 Coffee break

1115-1230 Podcast as a 'conversation' with the audience. Tips for interviewers in interview/**conversation** type podcasts . Getting a conversational tone in a **talk** format. The role of sound and video illustrations. Preparing and structuring a podcast

1200-1300 Preparation for recording a podcast

1300-1400 Lunch

1400-1530 **Exercise: Recording and playback of a 3 min interview type video podcast in pairs.**

1530 Tea/coffee break

1545-1715 **Exercise: Preparing, recording and playback of a 2 min talk podcast (audio)**