

Media Training for Researchers (online workshop)

12.07. - 14.07.2021

Is it possible to be an excellent scientist and still share your expertise on the agricultural and food sector in a way that impacts a broad public audience – including your political counterparts? Absolutely.

However, it helps to know some tools of the trade. This workshop provides you with these tools. You will:

- develop the most important skills to meet specific demands of print and online media
- get to know some social media basics
- perform a short Zoom-interview for a TV news station (and get constructive, structured feedback)
- learn about news factors (“What are reporters interested in?”), communicating to be understood, the media landscape, and media law.

Terms & Application

Time	12 th July 2021: 09:00 a.m. – 01:00 p.m. 13 th July 2021: 09:00 a.m. – 01:00 p.m. 14 th July 2021: 08:40 a.m. – 01:30 p.m.
Format	Zoom-Meeting (Zoom data will be provided after registration)
Group size	Max. 8
Target group	Doctoral researchers (having started in or before 2018), postdocs, seniors
Workshop language	English
Registration	Per email to Franziska Schaft (schaft@iamo.de) Places will be allocated in the order of incoming registration emails.
DCPAE credits	1 CP (Soft Skills)

Trainer

Katja Flieger, MD has worked as an OB/Gyn at a university hospital before getting a degree in science journalism (FU Berlin). She has worked as an online health editor for Bayerischer Rundfunk (national public radio) and Bertelsmann Springer among other media outlets. She is the owner and operator of the Berlin editorial office KonTextGesundheit, founded in 2003. *She now mainly conceptualizes online specials and reports on developments in medicine worldwide—from Kabul to Chicago. She has studied transactional analysis (N. Harlander, St. Gallen) and motivational interviewing (Marburg University).* She is working as a media trainer and coach for scientists for major German and European science institutions, such as the DFG or the European Food Safety Agency.

The training is delivered by [Medientraining für Wissenschaftler*innen GbR](#).