

Here is a review of some of the key points we highlighted in our two sessions with you.

Media Training

ACHIEVE IMPACT:

Journalists will be interested in science, but you need to talk about your work in a way that satisfies the media audience.

Tell the right story - change the order of telling. It's often about beginning at the end. What are you achieving? What are the outcomes and results?

NEWS VALUES:

You can demonstrate relevance by linking your work to one or more of the following news values

DISASTER | HUMOUR | PERSONALITY/CELEBRITY | CONFLICT
ON THE AGENDA | CLOSE TO HOME | MAKING A DIFFERENCE

Talking in a newsworthy way will help you answer that crucial question:
“why should the audience care about my work?”

CONNECT WITH YOUR AUDIENCE:

Maintain energy and try to use conversational language that the audience will understand.

Avoid general statements and work at developing specific examples. Audiences are more likely to remember something that is concrete and real.

Social Media

Journalists internationally are increasingly using Twitter to find stories and guests.

Simple web searches will often reveal potential contacts. Reporters and producers are generally more useful to you. High profile presenters often have little to say in actually what is covered in their programmes.

It is worth contacting your media team where you work:

- they might be able to use communications Twitter accounts to publicise your work
 - there might be rules as to how staff should use Twitter
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Presentation Skills

Be clear what you want to achieve:

- what do you want the audience to learn?
- what do you want the audience to do?
- how do you want them to feel about you and your organisation?

Maximise the power of the opening:

Don't be routine in the opening seconds of your presentation when the concentration levels of your audience are at their highest. Start with something interesting.

Break up the presentation. Don't flatline. Create spikes of interest.

Talk it! The most important way of establishing accurate timings and making certain your illustrations and explanations work.

Finally - whether you are undertaking an interview or giving a presentation, enjoy your power as an expert. You know more than your journalists about your subject. If you talk in the right way, you will be able to make sense of complex projects.

The **Monday Media Briefing** is a weekly email we send to our delegates. It contains advice on how to keep media skills honed, as well as links to film and audio news clips with useful learning points.

If you would like to sign up to this free service follow the link below:

<http://tinyurl.com/q49y4m6>

Good luck with your future media work.

Your trainers:

Tony Prideaux | Chris Jameson

www.insideedgetraining.co.uk

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