

Media Training

Tuesday, 28 July 2009 16:20 (1h 30m)

Kathryn Grim
Media Training

If you watched the Daily Show's feature on the Large Hadron Collider in May, you will remember the look on John Ellis' face when John Oliver asked him, "Evilgeniussayswhat?" It's impossible to anticipate everything a reporter will ask you, but this media training will teach you how to prepare for interviews with print, television or radio journalists and increase your understanding of how to effectively communicate through the media.

Kathryn Grim of the Fermilab Office of Communication will provide a general overview of how the media works, what makes news and why. She will explain the importance of key messages, analogies and sound bites and conduct some exercises on how to craft them. By the end of the session, you will understand the importance of preparing for media interactions, gain clarity on how to successfully present your work, and understand where to go for assistance in dealing with the media, just in case the Daily Show ever comes knocking on your door.

Author: Ms GRIM, Kathryn (Fermilab)

Presenter: Ms GRIM, Kathryn (Fermilab)

Session Classification: Education and Outreach in HEP

Track Classification: Education and Outreach in HEP