

Science Communication Training

Communicating with Journalists

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27 May 2020

09.00 – 12.30

Objectives

Scientists and journalists share a passion for revealing new knowledge that can be shared with the world. Their approaches have commonalities but since they (primarily) have different target groups, their methods and styles of communication are often quite different. This sometimes results in scientists being unhappy about the way their work is presented by journalists, while, at the same time, journalists are frustrated by scientists who use too much jargon.

This workshop aims to support scientists in communicating successfully with journalists about their research.

Topics include

- Experiences in collaborating with journalists and public media / discussion
- Examples and tips for (better) communication strategies
- In a nutshell - focussing on the main message, phrasing understandably

What are your questions? We will integrate them into the workshop!

Target group

Experienced scientists who have been collaborating with journalists before or will most likely do so in the near future.

Format

online via Zoom

Registration

Please send an e-mail to cklose@marum.de if you would like to participate, preferably **before 14 May 2021**.