

Talking to the media

Length:	2 days
Venue:	Your facilities/Online
Calendar:	TBA
Group size:	5 to 15 persons
Target audience:	Ph.D. students
Trainers:	Laurence Moss, Trinhity Tran, Georges Pillegand-Le Rider, Marine Pansu

Communication with the media is governed by rules and practices specific to them. We need to understand how they work and their codes to communicate more effectively with them. This course will give you a first-hand experience of the role of press relations officer, as well as giving you the opportunity to reflect on scientific expression in the media.

Overall pedagogical objective

Know how to reach the different media and ensure that they relay information in line with their expectations.

Specific pedagogical objectives

- Understand the world of journalists and their expectations
- Master the art of journalistic writing
- Adapt your relationship with the media to their specific needs (print media, radio, television...)
- Define your communication strategy

Teaching method

We offer a participative training approach that allows everyone to express themselves and share their ideas.

Programme

Learn about the world of media and their specific features

- Different types of media
- Audiovisual specificities
- Circulation/audience
- Popularizing science in the media

Identify the expectations and working methods of journalists

- The missions of a journalist
- Professional ethics
- Organization of a newsroom
- The editorial line
- Searching for information
- Journalistic writing (rules of readability, information hierarchy, proximity laws)

Defining your strategy and choosing your communication tools

- Why and what to communicate
- Building and managing a media file
- Press releases
- Press kit
- The press conference

Preventing and managing failures

- Preparing interviews
- Defining a preliminary agreement
- Managing conflictual relations
- Exercising your right of reply
- Dealing with and reacting to revelations