
BRIEFING NOTES for participants & trainers

Location: Hotel Bedford, Rue du Midi, Brussels
Friday – Livingstone Room, 8th Floor
Saturday – Saint Exupery Room, 8th Floor

Timing: Friday: 12 noon (lunch in Livingstone) – 5.45 pm
7pm: Team dinner – venue to be confirmed
Saturday: 8.30 – 12 noon / 12.30 pm

Trainers: Rhonda Smith, Minerva prc
Marc Catchpole, Minerva prc
Geoff Watts, BBC science/health journalist (London)
Erik Struys, newspaper & specialist journalist (Brussels)

Participants:

Vanessa Bol, Louvain – *Theme 3*
Dariusz Gruszfeld, Warsaw – *Theme 1*
Elena Martin, Granada – *Theme 4*
Julia von Rosen, Munich – *Project Co-ordination*
Eva Rosenfeld, Munich – *Theme 1*
Anne-Maj Samuelsson, London – *Theme 3*
Martina Schmid, Guildford – *Theme 4*
Joachim Schmidt, Friedrichsdorf – *Theme 1*

Learning Objectives:

1. Introduce participants to the workings of the media – protocols, ways of working, myths/truths
2. Provide participants with experience of preparing for and being interviewed by the print media
3. Provide participants with experience of preparing for and being interviewed by the broadcast media
4. Provide participants with the opportunity to meet and ask questions of journalists
5. Provide appropriate materials so that participants can cascade key learning points to colleagues
6. Prepare participants for on-going proactive involvement in media dissemination of EARNEST

DAY 1

**Friday 7th April 2006 – Livingstone Room, 8th Floor
“Experience isn’t everything but it helps – a lot!”**

Timetable of activity

12 – 1pm	Lunch in Livingstone	All
1.00 – 1.10	Introduction – Agenda for today & Objectives	Rhonda Smith
1.10 – 1.25	On being a broadcast journalist	Geoff Watts
1.25 – 1.40	On being a print journalist	Erik Struys
1.40 – 2.00	Questions & Answers session	All
2.00 – 2.45	Technical television tryout (in front of camera) <ul style="list-style-type: none">• What do you hope to get out of the course• What previous media experience have you had?	Geoff Watts All
2.45 – 3.15	Tea Break – out of training room	
3.15 – 3.45	Preparation for 2 television interviews <ul style="list-style-type: none">• Proactive interview – about your project• Reactive interview – an issue relevant to your work area	All
3.45 – 4.20	Television interview 1 – based on your project <ul style="list-style-type: none">• All participants in turn: 5 minutes	Geoff Watts All
4.20 – 4.30	Debrief	GW/RS/All
4.30 – 5.05	Television interview 2 – based on a key ‘issue’ associated with your project <ul style="list-style-type: none">• All participants in turn: 5 minutes	Geoff Watts All
5.05 – 5.15	Debrief	GW/RS/All
5.15- 5.25	Checklist – preparation, context, look & tone	Rhonda Smith
5.25 – 5.35	Questions & Answers	All
5.35 – 5.45	Preparation for Saturday	Rhonda Smith
7 pm	Media training team dinner: venue to be confirmed	

DAY 1

Preparation for Friday 7th April 2006

1. Prepare questions / queries / comments for journalists for Q&A session (1.40pm)
2. For technical TV tryout (2.00pm) – for a warm up interview
 - Prepare your thoughts on your personal objectives for the course
 - Brief resume of your current experience with the media (interviews & preparation)
3. For TV interview 1 – on your project / area of work
 - **Send to Minerva by return 150 words on the actual project that you are involved in with EARNEST specifically and other related work.**
 - Collate and bring with you relevant information from which you will draw 3 / 5 key points about your project / area of work
 - Note that your 'talk time' will be around 3 minutes only
4. For TV interview 2 – on an issue generally associated with your area of work
 - **Send to Minerva by return 3 bullet points of issues around your project / area of work which are problematic e.g. animals in research**
 - Collate and bring with you relevant information from which you will draw positive points to put across in this interview which will be more challenging than Interview 1
 - Note that your 'talk time' will be around 3 minutes only

Space for your notes in preparation for Day 1
Day 2 information on pages 4 & 5

DAY 2

**Saturday 8th April 2006 – Saint Exupery, 8th Floor
“Preparation is everything!”**

Timetable of activity

8.30am *Coffee/tea available in training room*

8.30-8.40	Reflections on TV interview experience	All
8.40-8.45	Agenda & objectives for the day	Rhonda Smith
8.45-9.00	The Media Release – content, presentation, timing	Rhonda Smith
9.00-9.30	Task1 – Writing the ‘proactive’ release • Working in pairs o Team A: Martina & Elena o Team B: Dariusz & Eva o Team C: Vanessa & Anne-Maj o Team D: Julia & Joachim	All
9.30-9.45	Plenary Feedback	All
9.45-10.00	Refine the release – in pairs	All
10.00-10.30	<i>Teams A & B</i> Task 2: Radio Interview on proactive release <i>Teams C & D</i> Task 3: Writing the ‘reactive’ statement	
10.30-10.40	<i>Coffee break – in room</i>	
10.40-11.10	<i>Teams C & D</i> Task 2: Radio Interview on proactive release <i>Teams A & B</i> Task 3: Writing the ‘reactive’ statement	
11.10-11.30	<i>Teams A & B</i> Task 4: Radio interview on reactive statement <i>Teams C & D</i> Task 5: Press interview on reactive statement	
11.30-11.50	<i>Teams C & D</i> Task 4: Radio interview on reactive statement <i>Teams A & B</i> Task 5: Press interview on reactive statement	
11.50 – 1200	Feedback forms & homework review – early departures	
1200-12.30pm	Final questions for those able to stay	

DAY 2

Preparation for Saturday 8th April 2006

1. Collate and bring with you examples of media releases to which you have contributed or with which you have been involved – to share with fellow participants
2. Collate and bring with you examples of media coverage which you have generated or in which you have featured – to share with fellow participants

Space for your notes in preparation for Day 2

HOMEWORK – post Brussels

1. Complete the Feedback Form provided and return via email to Minerva
2. Finalise media release on your area of work in English (with Minerva)
3. Translate your media release to your language and supply copy to Minerva
4. Issue your language release in your country to key media contacts and appropriate professional organisations
5. Ensure your release is posted onto your Institute's website via your Communications Department
6. Organise a 'cascade' session for colleagues in your department/Institute to cover the key learning points from this course.

Any Queries or Comments before the Course?

If yes, email Rhonda Smith on rhonda.smith1@btinternet.com

Any Queries or Comments on the Course whilst at the EARNEST meeting?

If yes, contact at the meeting

Rhonda Smith on her mobile +44 (0) 7887 714957

Marc Catchpole on his mobile +44 (0) 7753 821525

Minerva looks forward to working with you

- on this course
- and in the future

in promoting awareness of EARNEST and its objectives and in partnership achieving media coverage of its results.

Rhonda Smith & Marc Catchpole