

Funded by



Arts & Humanities
Research Council

The Open University, Walton Hall
Friday 13th December 2013

Media Training

10.00 – 10.30 Arrive and Coffee. Tea and coffee will be offered again during the morning and afternoon.

10.30 – 13.00 After introductions, the morning and afternoon sessions will each consist of four strands:

What the media wants from you (and what you want from the media)

Takes stock of what you've learnt from previous media sessions and asks what the media is looking for from a "public intellectual" or academic expert.

Style and delivery: it's not just what you say, it's how you say it

This session looks at how you come across in an interview or as a presenter and how that can inform and influence the way you are perceived by the media, your peers and the public.

Interview tips and prep

This strand looks at the importance of preparing for a media appearance or interview and how to develop the skills to become an effective, powerful interviewee or expert guest. It ends with preparation for a broadcast media interview.

The powerful interviewee

In this session, half the group will work in the radio studio, half in the "TV studio". Each delegate will be interviewed in a live studio environment about their subject area or expertise. Interviews will be recorded and played back for group analysis and feedback.

13.15 – 14.00 Lunch

The powerful interviewee: groups swap studios

Panel discussion

In this session, delegates experience taking part in a panel discussion on TV or radio as they host their own round table debate in the respective studios, followed by feedback.

Writing for broadcast

Delegates work on writing a short introduction/piece to camera for broadcast. Includes discussion and techniques on how to write for the ear.

Delivering a piece to camera

In this final session each delegate experiences presenting a short script as an expert in their field. Playback and closing feedback.

16.30 Bar for those who need it



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