

Research communication with the media: training and skills acquisition, 1.5 HEC

Course information

The course will be held on the 6th – 7th March, 2012, at BioCentrum, Ultuna Campus in Uppsala. We will meet in room A404 (4th floor) at 9.00 and continue until 21.00 PM (dinner will be served). If you have any food preferences or allergies send us an e-mail so we know when ordering food. The course will end at lunch time Wednesday. For schedule details see below.

Literature:

<http://www.speak-first.com/news/top-tips-for-getting-media-coverage.aspx>

Preparation before the course:

As this is a hands-on training course, you will need to prepare before we meet. We would like you to:

- 1) Draft a **popular science** article about your research project. This text can be either in Swedish or English and should contain about 700-1000 words. You may include figures or illustrations as attachments (not embedded in the text). Please send your article to Lennart Wikström (lennart.wikstrom@cultimedia.se) **no later than 29/2**. Lennart need some time to read and prepare individual feedback on your article. When you make your draft, remember for whom you are writing and try to fit the text to that.
- 2) Draft a **press release** on your research findings. This draft should contain about 250 words. Please send the press release **no later than 1/3** to Mikael Jansson (Mikael.jansson@slu.se). You will get feedback on your press release.

Lectures:

Introduction	Lennart Wikström, Cultimedia AB
Press release	Mikael Jansson, Information Office, SLU
Popular science	Lennart Wikström
Getting interviewed	Jan-Olov Johansson, Senior Science Editor

Professional Bio of Lecturers

Jan-Olov Johansson is one of the leading science journalists in Sweden. He has worked with newspapers, magazines, radio, TV and now runs a blog. He founded the Swedish Science Radio and has interviewed most of the Nobel Laureates in science. His also holds an exam in environmental agriculture and is a member of the Royal Swedish Academy of Engineers.

Lennart Wikström has an MSc in agriculture, journalist and chief editor of the Swedish trade magazine Svenska Livsmedel (Swedish Food). He co-owns the publishing company Tejarps Förlag AB, publishing renowned Swedish magazines such as *Viola*

Trädgårdsvärlden, Lantbrukets Affärer and *Landskap*. He is active in the food cluster in southern Sweden and runs the innovation and communication consultancy firm Cultimedia Information AB. He devotes much of his time to communicating research, popular science and training in popular scientific writing at graduate and post graduate level.

Examination (see syllabus for further details):

A complete portfolio comprising: submitted popular science piece; submitted press release; execution of interviews; active participation during the entire course of at least 90% will result in satisfactory completion of the course.

Schedule:

March 6	Content	Led by
9.00-9.30	Introduction	Lennart Wikström, Cultimedia AB
9.30-11.30	Meeting media/press release	Mikael Jansson
11.30-12.30	LUNCH	
12.30- 14.30	Group 1: Press release-discussion and feedback	Lennart Wikström/Mikael Jansson
	Group 2: Interview	Jan-Olov Johansson
14.30-15.00	Coffee break	
15.00-17.00	Group 1: Interview	Jan-Olov Johansson
	Group 2: Press release-discussion and feedback	Lennart Wikström/Mikael Jansson
17.00-18.00	How to write popular science	Lennart Wikström
18.00-19.30	DINNER	
19.30-21.00	Group discussions: Popular science article	Lennart Wikström Jan-Olov Johansson
March 7		
8.30-10.30	Summary and feedback on interviews	Jan-Olov Johansson Lennart Wikström
10.30-10.45	Coffee break	
10.45-12.00	Summary and feed- back on popular science writing and press release. Evaluation.	Lennart Wikström, Jan-Olov Johansson, Mikael Jansson