



Course: “Share your research news with the broad audience”

Organized by: De Perskamer: Astrid Smit, Marianne Heselmans

Aim/goal: Participants will have got acquired some tools to build up a newsworthy story for a broad audience. In addition, they will be more aware of their own ambitions in the field of science communication.

Description of the course:

Many research results are relevant and newsworthy for doctors, investors, policymakers or journalists. But how do you wrap these in a good story? How do you make sure that your readers or listeners don't lose quickly interest after a few sentences because your subject is too difficult to understand?

The training “Share your research news with the broad audience” provides life scientists with the tools to do this. Marianne Heselmans and Astrid Smit, two experienced science journalists will support the researchers in:

- Discovering their own newsworthy story for a specific target group
- Formulating an appealing key message
- Elaborating the story in a clear way, using one of the most common blue prints of popular science articles: the news story, the selling story or the opinion.
- Formulating a strategy to disseminate the story through various (social) media.

Two workshops

A standard course consists of two workshops, each 3,5 hours. The participants will get some theory, but most time will be spent on practical assignments, such as finding out what might be interesting news in the participants' research field, and 'translating' this into an appealing news message. The journalists/trainers also interview participants and comment on their stories. In addition, they analyze good examples of life science communication and they

discuss experiences with 'leaving your laboratory', What are the advantages and what are the dilemma's?

For the second session we ask all attendants to write an article of 300-500 words. It can be a press release, a blog, an opinion, a pitch or a brochure.
All participants get an handout.