

## Be your own journalist

<b>Topic area:</b>	Science communication
<b>Format:</b>	Online workshop or in-house workshop
<b>Workload:</b>	4 webinars of 2-2.5 h each = 2 workshop days
<b>Trainer:</b>	Marloes ten Kate
<b>Target group:</b>	PhD students and postdocs



Do you want to learn how to communicate your scientific research to a broad audience? Science journalist and presentation coach Marloes ten Kate will provide you with tools to present your work to laypeople in this two-day workshop.

### Day 1: Create a video pitch

You will learn how to pitch your research in a simple yet appealing way in just a few minutes. Short pitches are not only training formats for workshops- they are of central importance in job interviews, when explaining your poster, for conference small talks or even to get ERC grants or Venture Capital! It is also a great way to share your knowledge understandably to a lay audience and to position yourself as an expert.

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## **Day 2: Learn how journalists and lay audiences think and act**

Speaking with journalists is not an everyday event for scientists. This workshop day is not intended as media training, but will teach you how journalists, 'translators' of scientists' work, think and act. If you understand how they make scientists' work accessible for the broader public, you can do so for yourself, e.g in your social media activities.

You will better understand how science communication works in the media.

How are science stories portrayed and when is science considered 'news'?

You will learn how science journalists present science stories. You will understand why science stories are portrayed in the media in a certain way and how to craft an appealing science story yourself.

### **Practical remarks**

It is advised that participants take a recording device with them when in-house or have them ready to use when participating online.

Fancy equipment is not necessary, a cellphone with a camera or a laptop with a webcam will work just fine.

### **Do you want to go larger?**

This workshop can be combined with Erik's workshop "Film your science", which focuses on the scientist *behind* the camera, making your own film material with simple technical set-ups like your own smartphone. Marloes, on the other hand, shows you everything you need to know about your role *in front of* the camera. Together, these two can give you an integrated overview of ways to enhance your digital presence.

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