


<p>Course name</p>	<p>Research Communication in media Step one – fundamental</p> <p>A 1 day “lunch-lunch” course</p> <p>Göteborg 23-24'th of October or Stockholm 1-2 of December <small>choose the best date and location for you</small></p> <p><small>The number of participants is limited. Submit your “anmälan” sign up for the course at latest the 13'th of October to bg.rosen@hh.se</small></p>
	
<p>Ingress</p>	<p>This very appreciated and optional, two-day course that has been run for several years at different universities and both academic graduate students as well as industry are encouraged to “take it”!</p> <p>This course gives the participants interview training and concrete tips and advices to make them well prepared for efficient communication, which is of course also very useful for lecturers.</p> <p>Our aim is that the participants should get a good knowledge about how to prepare when they know how media and journalists work and how they process an interview to the final product in a newspaper, TV and radio. They should also have a first interview training to get used to and know how to handle this situation and finally write an approved press release.</p>
<p>Learning outcomes</p>	<p>Upon successful completion of the course, participants should be able to:</p> <ul style="list-style-type: none"> • Know how to create a message bank! • How to create a communication strategy! • Analyse and understand the culture collision between research and journalism! • Have some experience interview training with TV camera. • Be able to write a good press release that gets media ”on the hook”.

Examiner and KURSANMÄLAN —sign up for participation via e-mail to:	Bengt-Göran Rosén, Halmstad University, bg.rosen@hh.se
Payment	Academic or Industrial PhD students are without a fee given the possibility of a membership in the Production2030 graduate school and then have the possibility to participate without a fee. Industrial non PhD-students pay 4500SEK for the course. Travel and lodging is not included in the price.
More info	Claes Johnsson claes@johnssonmedia.se 0708-594524
Course site and dates Course content Preparations and examination	<p>* Chalmers University of Technology in Gothenburg, 23-24'th of October (a second similar course is planned for December 1-2 December in Stockholm at KTH)</p> <p>Graduate students and industry are offered a fundamental course in how to communicate research and development in media. You will get advice and training in how to interact with media and journalists, and how to present R&D to non-experts.</p> <p>As a preparation the participants must write a press release to the course leader to weeks before the media training. As an examination the participants will write an approved press release about their research and perform an approved interview.</p>
Teachers /Tutors	Claes Johnsson has many years experience as a reporter at newspapers, TV and as a news boss at Swedish Radio and as a teacher at the professional journalist education at Stockholm University. Claes Johnsson has also been doing communication courses, communication plans and films for researchers and research projects for 20 years.
	
Target group	It is necessary, important and essential for researchers in academia and industry to learn more about how to explain complicated research and reach different target groups with their messages to get funding and understanding about the importance of the research. It can be media and the general public (the taxpayers), but also decision makers, financiers or politicians.

Overall Course Goal	<ul style="list-style-type: none"> * To have good understanding how to find the topic in research for different target groups and how to write a good press release. * Know how to design messages and how to prepare for and handle the interview situation.
Points for the studies	2
Course Structure	This is a two half day course. We begin day one at 11 a.m. until 18.00 p.m. Day two is from 09.00 a.m. until 14.00 p.m. The idea is that the participants should think about how to create messages and do a better interview day two.
Course Structure/ Class sessions	<p>Day 1 at 11 pm - 18 am:</p> <ul style="list-style-type: none"> * We start with a short interview about the press release that the participant sent to the course leader beforehand. * Theory about medias role and we look at some examples from media and other media training examples. * Lunch * Theory about how journalists process the original interview and how to create good and interesting messages. * We analyze the first interviews and discuss if and how the answers can be improved. <p>-----</p> <p>The participants use the time between the two days to prepare and to think about how to improve their messages and answers in the second interview day two.</p> <p>-----</p> <p>Day 2 at 9 pm - 14 am:</p> <ul style="list-style-type: none"> * Theory about interview technique * We do a new interview on the same subject as day one. Now a longer interview with more questions about the research and some difficult questions may come up too. * Theory about the different roles in medias story telling and how to communicate in those different positions. * Theory about communication strategy and how to communicate if something has gone wrong: Bad guy communication. * Lunch * We analyze the second interview and look at the new press releases that the participants should write to get an examination. <p>If there is time we will also have some theory about presentation skills.</p>
Expected pre-knowledge	<ul style="list-style-type: none"> * No previous knowledge or experience is required to attend.