

## **Report from the course in Communicating research to the public and to media**

Stockholm, Sweden, November 17-21, 2008

Course organisers: Jill Jönsson, CASCADE Communication Manager and Johanna Zilliacus, CASCADE Teaching Manager (partner 1A).

The course had 50 applicants from 18 countries and 20 were accepted to the course. The selection of participants was based on the previous training and motivation. The participants came from 10 different countries. Ten experts were engaged as teachers. Two participants and three teachers were from CASCADE partner groups.

The course included theoretical and practical sessions on communication theory, research communication, media, interviews, popular science writing and presentation skills.

The participants learned about how to communicate with media and had several practical exercises in how to be interviewed. To manage an interview with a journalist and be able to present the main message and news for the journalist were extensively practised. The course participants met journalist students and journalists who interviewed them and wrote articles about the participants' research. A session on how to write popular science texts included extensive writing exercises that resulted in articles about their own research, possible to publish later. A session on how to give an oral presentation targeted to the public included practical training in presentation. In addition lectures on Web 2.0 and the new media and how to reach to policymakers and to industry were included in the course.

The social programme included a get-together on Monday night, a guided tour at the Nobel Museum and a course dinner.

The course was highly appreciated and the questions "Overall, are you satisfied with the course?" received 4.8 marks out of 5 possible.

# **CASCADE course**

## **“Communicating research to the public and to media”**

Karolinska Institutet, Stockholm  
November 17-21, 2008

### **Monday November 17**

- 09:15-09:45      **Welcome and introduction** – Jill Jönsson, Communication Manager CASCADE and Johanna Zilliacus, Teaching Manager CASCADE
- 09:45-10:45      **Introduction of participants**
- 10:45-11:00      *Coffee break*
- 11:00-11:30      **“Why should we communicate research?”** – Maria Bondesson, Researcher at Karolinska Institutet
- 11:30-12:00      **Exercise** on the need for research communication - Maria Bondesson, Jill Jönsson
- 12:00-13:00      *Lunch*
- 13:00-15:00      **Communication basics** – Jennie Drew Greaney, Teresa Belcher, Senior Communications Officers, Science Communications Ltd
- 15:00-15:15      *Coffee break*
- 15:15-17:00      **Communication basics** continued
- 17:00              *Get together*

### **Tuesday November 18**

- 09:15-10:45      **“How does media work, the role of the journalist”** – Katarina Sternudd, well experienced journalist, today press officer at Karolinska Institutet
- 10:45-11:00      *Coffee break*
- 11:00-12:00      **Press releases, press conferences and how to give media interviews**– Jennie Drew Greaney, Teresa Belcher, Senior Communications Officers, Science Communications Ltd
- 12:00-13:00      *Lunch*
- 13:00-15:00      **Press releases, press conferences and how to give media interviews** continued
- 15:00-15:15      *Coffee break*
- 15:15-17:00      **Press releases, press conferences and how to give media interviews** continued

## Wednesday November 19

- 09:15-10:30            **“Web 2.0 and the new media”** - Johan Falk, science journalist and IT manager at Forskning & Framsteg (“Science and Future”— Sweden’s leading popular science journal)
- 10:30-10:45            *Coffee break*
- 10:45-11:15            **“Research communication –your impact on the industry and policy making”** - Anna-Karin Källén, Head of Communications, at SwedenBio (one of Europe’s largest industry organizations)
- 11:30-12:30            **“How to write popular science”** – Jill Jönsson, CASCADE Communication Manager
- 12:30-13:30            *Lunch*
- 13:30-14:30            **Exercise in popular science writing**
- 14:30-15:00            *Coffee break*
- 15:00-17:00            **Exercise in popular science writing**
- 19:30                    *Course dinner- Duvel Café (address: Vasagatan 50)*

## Thursday November 20

- 09:15-11:15            **“Presentation skills”** – Peter Lind, researcher, author and teacher in public speaking for scientists, Uppsala University
- 11:15-11:30            *Coffee break*
- 11:30-13:00            **“Communication between researchers and media”** – Anna Larsson, researcher in communication between scientists and journalists, medicine journalist, Swedish Radio
- 13:00-14:00            *Lunch*
- 14:00-15:15            **Practical training in interview situation**
- 15:15-15:30            *Coffee break*
- 15:30-17:00            **Peer feedback on popular science texts**
- 18:30                    *Guided tour at the Nobel museum (address: Börshuset, Stortorget, Gamla Stan)*

## Friday November 21

- 09:15-09:45            **Exercise in presentation skills**, preparation for presentation
- 09:45-11:00            **Exercise in presentation skills**, short presentations in groups with feed back
- 11:00-11:15            *Coffee break*
- 11:15-12:00            **Summary and course evaluation**
- 12:00                    *Lunch*