

# Guide to workbook 3

## The aim

Workbook 3 introduces you to methods, tools and competencies useful for the communication with and through the media.

## Competencies

- You will know the essentials for dealing and communicating with the media.
- You will improve your communication skills in writing and speaking to reach broad audiences.
- You will learn how to communicate scientific results in plain language.
- You will learn how to distill your story and to write a press release.
- You will learn how to give an interview.

## How to read this workbook

### **THEORY**

We will discuss the role of media in the political system. We will introduce you to the concept of framing, show you how to distill your message for different audiences and how to communicate it to journalists and the media. We will also focus on the role of social media that can bypass the institutionalized gatekeeper function of the traditional media. We will discuss the use of social media and how they have changed our understanding of the science-policy dialogue. We will explain how science can communicate through social media to different audiences.

## **TOOLS**

In this section we introduce some of the basic tools for media work such as:

- Distilling your story
- Press release
- Giving an interview
- Elevator pitch