



Get your Research into the Media

- A Communications course for PhD-students 15 marts 2010

How do you reach a wider audience with your research? Radio, TV, and Newspapers all have their own obscure agendas, when it comes to selecting what stories they'll bring. And often journalists don't understand what a scientist is talking about.

In this course we will work on finding 'The Good Stories' within your research that are presentable to the general public and help you prepare the press story which is a requirement in connection to your graduation.

The aim of this course is to:

- Introduce you to the position given to Research and Science by the media
- Give you some basic tools of presentation and techniques of writing
- Teach you how to write a press release and other short texts on your research

As a part of the course you will write a press release based on your own project. That text may subsequently become an article on Videnskab.dk. We recommend that you attend the course during the last part of your PhD study.

Teacher: Communication consultant Mette Minor Andersen, from Videnskab.dk, Denmark's Science web portal.

Number of participants: Max. 20

Registration deadline: 1. marts, 2010 on phd-press-course@life.ku.dk

Course credit: None

Language: Danish (a similar course in English will run in June)

Course leaders: Solveig Krogh Christiansen

Venue: Lecture Hall 1-15, 1st floor, Bülowsvej 17, Frederiksberg

Course fee: None