



UNIVERSITÄT  
BAYREUTH



Bayreuth International Graduate School of African Studies



## WORKSHOP

# Media Training for Researchers

**Monika Wimmer**

(science journalist, mediator and coach, *Medientraining für Wissenschaftler\**)

**Monday, 27 September – Tuesday, 28 September 2021**

**9 am – 5 pm**

Participation with prior registration at  
[juliane.fender@uni-bayreuth.de](mailto:juliane.fender@uni-bayreuth.de) until 27 June 2021

The seminar will take place in physical presence of the trainers and participants - if the current and positive developments with regard to Covid-19 allow for it. In case of increasing incidence numbers, the seminar will be conducted online. Please try to flexibly arrange for your online/presence in Bayreuth!

### Summary

What are reporters interested in? How can I communicate clearly – and be easily understood? How should I present my core messages in an interview? This hands-on workshop prepares researchers for meeting the media.

Participants will start by writing a text about their research for a broader audience. They practice interviews and statements in front of a microphone and a camera. And they receive structured feedback on line of reasoning, understandability, as well as way of speaking and body language. Basic media law is also part of the workshop.