



**Bulletin**

## **Making Your Mark**

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Media training for academics



### **Kristine Pommert, Lead Trainer**

Kristine joined Bulletin in 2012 after a 20-year career as a BBC journalist, programme maker and trainer. Many of the BBC experts you now hear on air went through her courses. Since then she has designed and delivered a wide range of impact and media skills workshops for academics, from early career to research directors and impact champions. Kristine holds a Certificate in Training Practice (CIPD) and a post-graduate qualification in Coaching.

### **Other trainers**

All our media trainers are highly experienced journalists and broadcasters, and most are still spending some of their time working in those fields.

### **Call us today to discuss your needs:**

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[www.bulletin.co.uk/academic](http://www.bulletin.co.uk/academic)  
[www.bulletin.co.uk](http://www.bulletin.co.uk)

## **Why train with Bulletin's specialist academic team?**

- We have worked for around 30 universities and research institutes in the UK and Europe.
- Our extensive experience in developing and executing impact strategies for universities has given us a thorough understanding of what academics want and need to achieve when dealing with the media.
- Our background in journalism and broadcasting means we know that world from the inside and can make sure that you will be well prepared for your first interviews.
- The workshops are tailored to meet your specific objectives and the needs of any given group.

## Our media workshops:

### Media skills for mid-career women:

Three-quarters of the experts who speak on radio and TV are still men, as broadcasters themselves readily acknowledge. A recent BBC training programme designed to help redress the gender balance was able to take in only a fraction of the women academics interested in developing their media skills.

Our media training is designed to equip mid-career women to appear on radio and TV with confidence. The course provides a safe environment for them to reflect on what is holding them back, deal with any confidence issues and practise and hone their media skills.

In particular, the workshop covers:

- Women in the media: why are there still so few?
- Communicating your research to non-academic audiences: articulating your story
- Preparation is everything
- Confident speaking
- Techniques for retaining control in interviews and dealing with challenging questions
- Spreading the word about your expertise
- Managing media demands and knowing your boundaries

The course is run by two female trainers, both highly experienced former BBC journalists and programme makers, and involves plenty of practical exercises.

**3-3.5 hours**

### Media skills for academics:

This course is open to women and men at any stage of their academic careers – from early career to senior academics.

The workshop is designed to equip each participant to appear on radio and TV with confidence, with plenty of opportunity to practice, receive feedback and deal with any confidence issues.

The training covers:

- Communicating your research to non-academic audiences: articulating your story
- Preparation is everything
- Confident speaking
- Techniques for retaining control in interviews and dealing with challenging questions
- Spreading the word about your expertise

- Managing media demands and knowing your boundaries

The course is run by two highly experienced former journalists and broadcasters.

**3-3.5 hours**

### Impact through social and digital media:

Senior research staff often feel insecure engaging with social and digital media and are either unaware of their impact-generating potential or reluctant to discuss it with younger researchers, who may be more social media-savvy. This module takes the fear out of engaging with this area – and demonstrates its enormous potential.

- How to use social networks like Twitter and LinkedIn to build and support impact
- Impact through blogging
- Effective writing for non-academic audiences

**3 hours**

### Effective writing for policymakers:

For those who want to increase the impact of their research by briefing ministers and civil servants in writing, or help and instruct their teams to do so more effectively.

- What do policymakers look for in a written brief?
- Identifying and formulating the policy implications of your research
- Writing in language and formats readily acceptable to policymakers
- Opportunity to start writing your own policy brief or re-work an existing one – with feedback
- Capitalising on initial successes

**3 hours or as required**

### Articulating your story:

An introduction to writing for non-academic audiences, covering blogs and policy briefs. Other forms of writing can be included if desired.

- Communicating your story effectively to non-academic audiences
- Hallmarks of a good blog and a good policy brief
- Writing practice with feedback

**2-2.5 hours**

## Who are the workshops for?

Early, mid-career and senior academics who want to enhance their media skills in the relevant areas.

## How are the workshops organised?

Our media training is offered in modular form, allowing universities to choose exactly what is most relevant to their staff. Each module can be tailored to your specific objectives.

Each workshop includes strongly interactive elements, enabling delegates to try out and experience media interviews, social media or policy brief writing in a safe environment.

## Where do the workshops take place?

We deliver our media training where you are – at your own university. For the radio and TV training, if you have a radio and/or TV studio which can be used for the purpose, this will guarantee the most realistic practice environment for your academics. If not, we will bring the necessary equipment.

## How many people can attend each course?

For Media skills for women academics and Media skills for academics, we strongly recommend a maximum number of 6 to give delegates sufficient opportunity to practice. For the social media and policy brief writing workshops, larger groups are possible.

## How long are the workshops?

An indicative duration is given under each module. This can be varied depending on your particular requirements and the size of the group.

## How will delegates and their universities benefit?

By the end of each Media Skills workshop, participants will:

- Demonstrate a good understanding of what it takes to communicate research findings to non-academic audiences
- Have practiced the formats addressed in each workshop (media interviews, policy brief writing, blogging etc) and received expert feedback
- Show awareness of how to harness different media to generate or enhance research impact

## Bulletin's research impact services

### Impact skills training

As the next REF comes into focus, many universities are now working on strategies to ensure that their researchers – in every faculty and school, from early career to senior levels – understand and embrace the research impact agenda.

Impact has become an integral part of all applications for public funding, and key funding bodies have made it clear that they are keen to see the new research generation develop impact skills early on.

Our modular impact skills workshops provide the necessary skills for researchers at every level, including impact champions. Each course can be tailored to meet your particular needs.

Like our media training, each workshop is designed and delivered by a highly experienced, CIPD-qualified impact consultant and trainer.

Full details of our impact training are here: [www.bulletin.co.uk/academic/impact-skills-training](http://www.bulletin.co.uk/academic/impact-skills-training)

To discuss your needs, please contact:

**Kristine Pommert**  
[kristine.pommert@bulletin.co.uk](mailto:kristine.pommert@bulletin.co.uk)

### Other ways we can help you enhance your research impact

Everything we do at Bulletin is designed to enable excellent research to deliver the greatest possible economic, social or cultural benefits – and to make sure the institutions we work with are ahead of the competition. In addition to training, we offer tailored academic consultancy and communications packages to help universities:

- Increase the impact of their research on public policy
- Maximise, track and demonstrate the impact of research in any area
- Develop strategies for impact assessments (such as the REF) and ensure high scores
- Create new funding sources and income-generating partnerships
- Communicate research findings effectively to target audiences, such as policymakers, the public, private and third sectors, the media, funders and students

Full details are available from:

**Neil Robinson**  
[neil.robinson@bulletin.co.uk](mailto:neil.robinson@bulletin.co.uk)