



## GAME and ISOS Course

# Media Competence for Scientists

Sarah Zierul, science journalist, [www.laengengrad.de](http://www.laengengrad.de)

Dr. Frederike Tirre, social media, Cluster „Future Ocean“

Dr. Andreas Villwock, communication and media, GEOMAR

**06 December 2018 | 09:00 – 16:00 h**

**07 December 2018 | 09:00 – 13:00 h**

Communicating research activities is an important prerequisite for successful fundraising, to reach decision-makers and to embed your research in a wider societal relevance.

### Day 1: 09:00 – 17:00 h

Sarah Zierul takes you through day 1:

“This workshop gives insights into how journalists and the media work. I will contrast the expectations of both researchers and journalists and we will develop strategies for communicating effectively. All participants will be involved in practical exercises and I will illustrate the work of a journalist using examples from my own professional life.”

On **Day 2, 09:00 – 13:00 h**, participants learn perspectives from the press offices of GEOMAR and the Cluster “Future Ocean”, and do hands-on exercises with their research topics:

- target groups, tools used and how to get our messages to our “customers”?
- How do we act as an interface between scientists and media?
- What do we expect from the scientist and what can they expect from us?
- How do we decide whether or not a scientific topic is suitable for press release or other communication channels, e.g., social media, for the public?
- How do we prepare scientific contents for use in social media?

Please bring a laptop and smartphone with you if possible!

**Venue:** Leibnizstraße 1, room 105

*ISOS candidates have priority in our courses.*

*Child care can be provided if we have two weeks advance notice.*

Please register online at  
[www.futureocean.org/isos](http://www.futureocean.org/isos)