

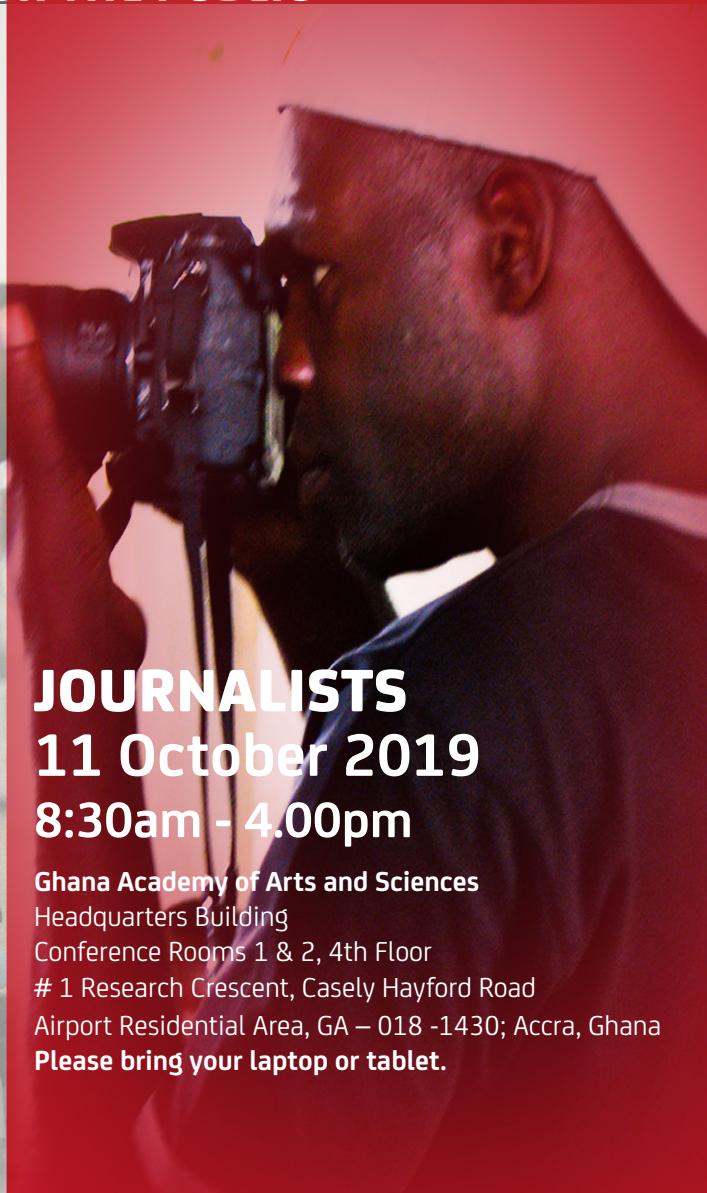
*A free training seminar for researchers and journalists\**

## **BRIDGING THE GAP: SCIENCE FOR THE PUBLIC**



**RESEARCHERS**  
**10 - 11 October 2019**  
**8:30am - 4.00pm** (both days)

**Ghana Academy of Arts and Sciences**  
Headquarters Building  
Conference Rooms 1 & 2, 4th Floor  
# 1 Research Crescent, Casely Hayford Road  
Airport Residential Area, GA – 018 -1430; Accra, Ghana  
**Please bring your laptop or tablet.**



**JOURNALISTS**  
**11 October 2019**  
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*\*Kindly note that only those, who have received confirmation of their registration, are invited to participate*

Danida Fellowship Centre and Ghana Academy of Arts and Sciences, GAAS are arranging a seminar aimed at building bridges between Danida supported scientists & researchers and the media in Ghana.

**For the researchers** the seminar will include a free training course on how to communicate research to the general public – and how to get attention from the media.

Communication to the public is increasingly recognized as a responsibility of researchers and scientists. Furthermore, good communication skills are important for winning funding. Media attention generates scientific citations.

**For the journalists** the seminar will include a free training course on how to easily find news stories based on the latest scientific results from Ghana or a specific local region. Get ready to impress your editor with a range of new ideas – and learn the do's and don'ts of science journalism.



**Danida Fellowship Centre**  
- sustaining development through research and learning

*Session and time*    *Programme details*

**DAY 1**

8.30am - 8.45am

8.45am - 9.00am

9.00am - 9.30am

9.30am - 11.15am

11.15am - 11.30am

11.30am - 12.00am

12.00pm - 12.30pm

12.30pm - 1.30pm

1.30pm - 3.00pm

3.00pm - 4.00pm

4.00pm -

**ONLY RESEARCHERS**

Registration

Welcome remarks

Danida Fellowship Centre & GAAS

Presentation round

**Why care about communication?**

- Your experience with communication?
- Know your audience
- News criteria

Tea break

Group exercise: Which news criteria are related to your own research?

**The story in less than a word**

- How a photo tells the story
- Different photo genres & tips
- As you go... photos w/phone

Lunch break

- Presentation of the HEY-YOU-SEE-SO-model

- Group Exercise: Make a 2 minute oral pitch based on HEY-YOU-SEE-SO-model

Pitch presentation in groups

Feedback from other participants

Closing remarks & refreshments

## Session and time

## Programme details

### DAY 2

8.30am - 8.45am

8.45am - 9.00am

9.00am - 9.50am

9.50am - 10.00am

10.00am - 11.00am

11.00am - 11.20am

11.20am - 12.30pm

12.30pm - 1.30pm

1.30pm - 3.00pm

3.00pm - 3.40pm

3.40pm - 4pm

### RESEARCHERS

Registration

Welcome remarks

Danida Fellowship Centre & GAAS

Scientists present oral pitch to journalists – journalists give feedback

Group photo

How to approach media (PR tactics)

Relevant photos for your story

Exercise 1: Write a press release on your own research based on the HEY-YOU-SEE-SO-Model and the journo feedback.

Exercise 2: PR tactics

Tea break & networking

Outreach/event planning

Exercise 3: Event planning (hook, target group, timing, and execution.)

Lunch break

Social media: Communication & networking

Exercise 4: Social media to network and promote your research

Group exercise: Group of 2 journalists + 2 scientists share experiences on cooperation: What are the challenges?

Make a list of 3 main things journalists can do to help bridge the gap between science and the public – and 3 things scientists can do.

Closing remarks and refreshments

### JOURNALISTS

Registration

Welcome remarks

Danida Fellowship Centre & GAAS

Scientists present oral pitch to journalists – journalists give feedback

Group photo

Why is science important?

How do scientists work?

Dealing with scientists: What are the challenges?

Exercise: Sign up for Nature and Science embargoed news within your field of journalism

Tea break & networking

How to find news stories based on the latest research from your local area.

Exercise: Find a scientific study from your local area – contact researcher

Lunch break

- The failure of science journalism: What kind of studies should I trust?

- Typical mistakes made by journalists when dealing with science

- Why you should always include a secondary source

- Exercise: Find a secondary source for your story – contact the source

Group exercise: Group of 2 journalists + 2 scientists share experiences on cooperation: What are the challenges?

Make a list of 3 main things journalists can do to help bridge the gap between science and the public – and 3 things scientists can do.

Closing remarks and refreshments