

BRIDGING THE GAP SCIENCE FOR THE PUBLIC

Communication of science is essential if the general public and policymakers are to make informed decisions on the issues facing their communities.

However, too many scientific results never make it to the general public and policy makers; knowledge is lost in the gaps between researchers and media and also researchers and policy makers.

This seminar aims to bridge these gaps, pave the way for increased research and science reporting and deepen the impact and uptake of Danida funded research projects.

8 December 2020 Introduction to science communication & the news criteria

SESSION 1

9.00am – 9.05am

WHAT

Welcome remarks

WHO

Ulla Næsby Tawiah
Director
Danida Fellowship Centre

9.05am – 9.10am

Introduction
Presentation round

Vibeke Quaade
Communications Consultant
Danida Fellowship Centre

9.30am – 10.55am

Why care about communication?
- Your experience with communication?
- Know your audience
- News criteria
- Exercise: News criteria in your own research

Lise Brix
Science Journalist
Videnskab.dk

10.55am – 11.00am

Key points – end of day

Plenum

9 December 2020 Written communication

SESSION 2

9.00am – 9.10am

WHAT

Repetition: Why care about communication

WHO

Lise Brix
Science Journalist
Videnskab.dk

9.10am – 10.30am

How to communicate:
- HEY-YOU-SEE-SO model
- Language use in communication
- Presentation of exercise: Write your own press release

Lise Brix & Vibeke Quaade

10.30am – 13.30pm

Online availability to help you write your press release. 1-on-1 guidance by your course leaders (voluntary)

14.00pm

Send your press release to lb@videnskab.dk and vq@dfcentre.dk before 12 December. A written press release is required to pass this course.

15 December 2020 *Communication as a driver for uptake*

SESSION 3

9.00am – 9.10am

WHAT

Intro: Why communicating research for uptake

WHO

Vibeke Quaade
Communications Consultant
Danida Fellowship Centre

9.10am – 9.40am

Lake Victorias's smallest fish.
An example of how a focus on communication changed and accelerated the research project IMLAF

Robinson MDEGELA
Professor of Sokoine University of Agriculture (SUA)

9.40am – 10.00am

How can I use communication as a driver in my project

Breakout groups

9.50am – 10am

Key discussion points

Plenum

10.00am – 10.10am

Tea break

10.10am – 10.40am

Stakeholder engagement (advocacy) for research based knowledge and results to create

Chris Jordan
Communications & Impact Manager
The Global Development Institute
The University of Manchester

10.30am – 11.00am

How can I use advocacy for uptake of research based knowledge

Breakout groups

11.00am – 11.10am

Key discussion points

Plenum

11.10am – 11.15am

Key points – end of day

Vibeke Quaade

18 December 2020 *Press releases & the art of collaborating with the media*

SESSION 4

9.00am – 9.30am

WHAT

General feedback and good examples from the press releases

WHO

Lise Brix
Science Journalist
Videnskab.dk

9.30am – 10.00am

Present your pitch to colleagues and give feedback

Breakout groups

10.00am – 10.05am

Tea Break

10.05am – 10.50am

Collaborating with the media

Emmanuel K. Dogbevi
Managing Editor, Ghana Business News
Executive Dir. NewsBridge Africa
Knight-Bagehot Fellow in Economics & Business Journalism, Columbia University

10.50am – 10.55am

Survey of the course

10.55am – 11.00am

Ending and final words

Vibeke Quaade