

/ MEDIA TRAINING

OsloMet, Research Talent Program

WHY COMMUNICATION IS IMPORTANT TO YOU AS RESEARCHERS

- Show the value of your research
- Create awareness around your research



- Social responsibility
- Get increased research funding
- Recognition of research





UNDERSTANDING MEDIA



/ THE FOURTH ESTATE

The media is society's "watchdog»

The journalist's role:

- Uncover critique-worthy/ illegal conditions
- Inform the citizens
- Set the agenda
- Manage freedom of expression
- Independent in the public debate
- Ideal of objectivity

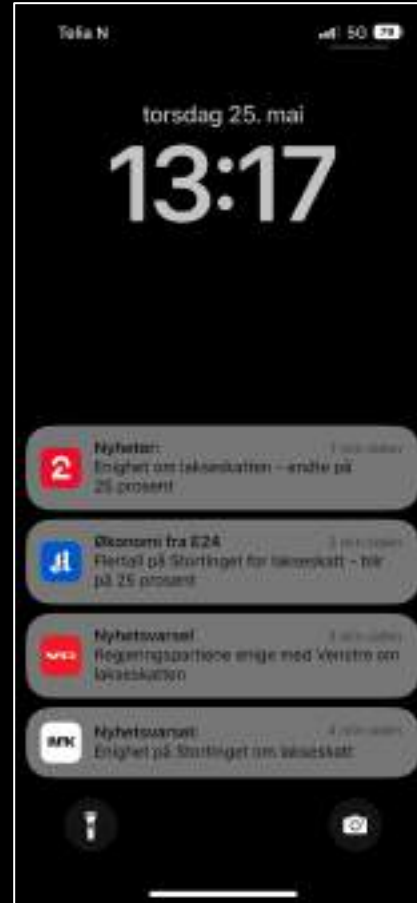
/ THE NEWS CRITERIA

1. Conflict
2. Significance
3. Identification
4. Sensation
5. Timing

Write in descending order of importance
(most important first)

«A DAY IN THE NEWSROOM»

- 24/7 coverage
- Ongoing deadline
- Digital first
- Monitoring
- Morning meeting decisive
- Volumes of inquiries and tips
- Channels and formats
- Follow-up = new stories
- Long-lead publications





YOUR JOB: GET ATTENTION FOR YOUR RESEARCH



GET ME ON!

- Pitching by email
- Pitching by phone
- Press release
- Opinion articles
- Comment on existing news
- Who has written about this before?



INTERACTION WITH JOURNALISTS



TRUST

BE «THE EXPERT»



WHEN THE JOURNALIST CALLS

- Answer
- Clarifications
- Quote check
- Format
- Buy time
- Keep your end of the deal

Internal routines



Decline



Accept

/ PREPARATIONS

Know what to say - before you say anything!

- What do you want to achieve?
- What can you say?
- Who are you talking to?
- How do others perceive what you say?
- Ask for the questions in advance if you can



/ THREE CLASSIC MISTAKES

A large, empty white circle with a thin black outline, centered on the page. Inside the circle, the word 'Message' is written in a bold, black, sans-serif font.

Message

Your message becomes vague

A large, empty white circle with a thin black outline, centered on the page. Inside the circle, the word 'Information' is written in a bold, black, sans-serif font.

Information

You talk about too much

A large, empty white circle with a thin black outline, centered on the page. Inside the circle, the word 'Engagement' is written in a bold, black, sans-serif font.

Engagement

You are not engaged

/ PREPARATIONS

Think about what the journalist wants to ask.

What are the obvious questions?

What are the critical questions?

What can you not answer?

Coordinate messages with others

Provide information to involved parties

/ YOUR KEY MESSAGE

The main and most important point you want to get across





/ DO'S

Maximum three messages

- Clear and concise language
- Be fact-oriented and neutral
- Be the expert
- Examples, proof points and metaphors
- Stay on topic
- Take control
- Be positive, confident and authentic

/ AVOID

- Speculations
- Answering things you don't know
- Inaccessible language
- Don't wait for the questions you want
- Expecting reporters to know your field of expertise
- Speaking for others



/ DIFFICULT QUESTIONS

- Take your time
- Control the premise of the case
- "No comment"

- The ABC technique
 - Address: Address the question
 - Bridge: Build a bridge
 - Communicate: Communicate the message

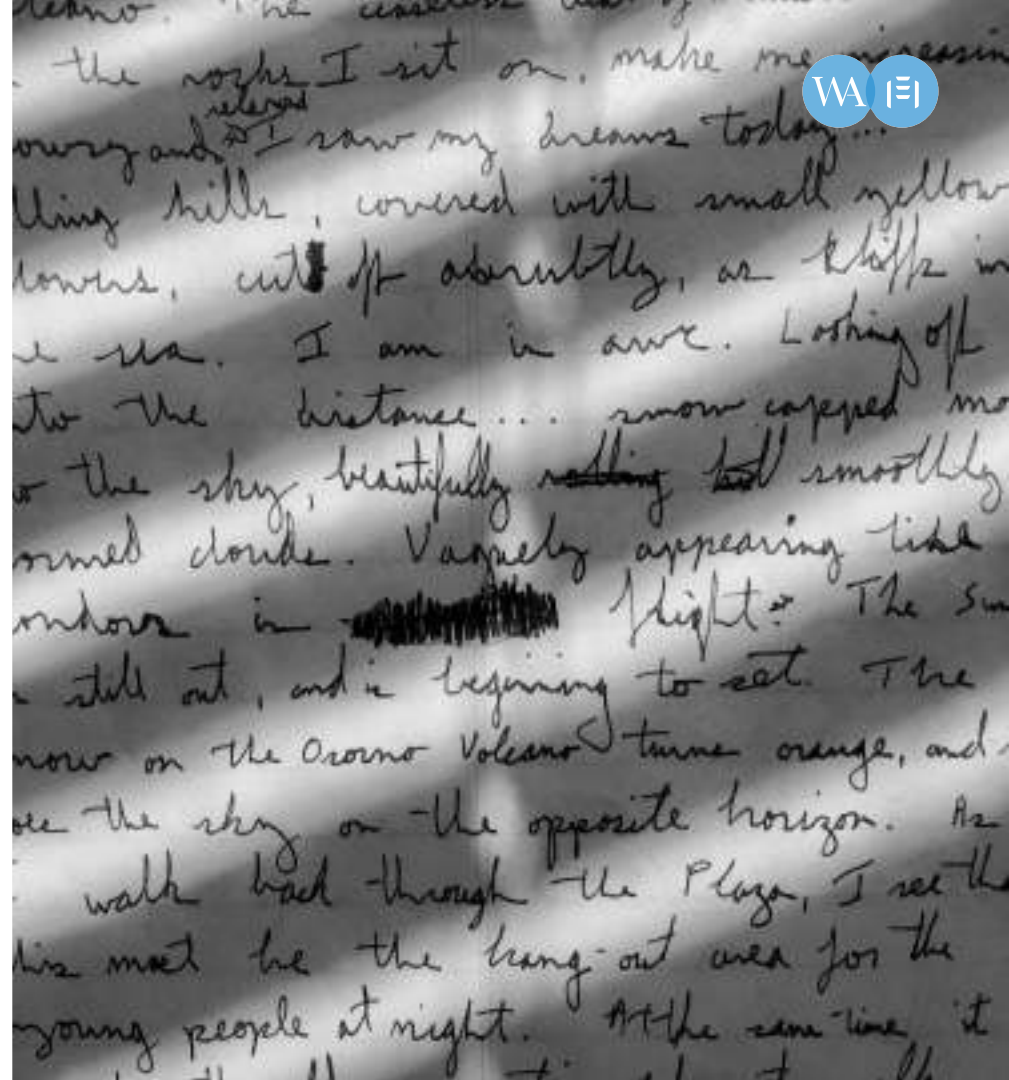
AFTER THE INTERVIEW

Check:

- Factual errors
- Misunderstandings
- Misquoting

The journalist decides:

- Angle
- Source selection
- Order
- Title, preamble, body text, caption



PRACTICAL ASSIGNMENT: WRITE THE DREAM ARTICLE ABOUT YOUR RESEARCH

- What does your desired news coverage look like?

Task:

- Write a text proposal for a news article about your research / your research area
- Use the news criteria when writing
- Imagine that you are writing for a target audience that does not know anything about the topic beforehand
- Write suggestions for title, introduction and first part of the body text

Time: 1 hour

We will guide you along the way



EVALUATE EACH OTHER

- Does the text capture your interest?
- Is the message clear?
- Is the purpose of the article clear?
- Is it written in a simple way that people will understand?
 - ... Unnecessary use of difficult language?
- Does the text follow the news criteria?
 - Which ones?
- Is the research presented in a credible way?
- What can be done to give the article even greater news value?



PRACTICAL ASSIGNMENT: THE INTERVIEW SITUATION

You are contacted by a journalist at NRK Viten who wants to make a TV report about your research area and interview you in connection with your research.

Think about:

- What do you want to convey in the interview?
- What is your main message?
- Who is the target group?
- What do you want to achieve with the interview?

We will interview you in front of a camera



EVALUATE EACH OTHER

- Is the message clear?
- Is the purpose of the interview clear?
- Is it answered in a simple way that people will understand?
 - ... Unnecessary use of difficult language?
- How is the interview managed?
- How does the interviewee appear?
- Does the leftover impression of the interview build trust?
- Is the research communicated in an understandable way?



EXAMPLE OF A PITCH EMAIL

Topic: 8 out of 10 who have completed media training have improved their media contact – now they get on $\frac{3}{4}$ of the stories they pitch

Hi...

I have a tip for a news article that I think may be something for [insert media].

My name is XX and I am a researcher at OsloMet in the field of communication. I have written an article about new research which shows that 8 out of 10 of those who have completed media training have become safer in contact with the media, and as many as 7 out of 10 have become better at media pitching as a result of the training. Those who succeed now get $\frac{3}{4}$ of all the articles they pitch to the media published, which are startlingly good numbers, according to the research leader at OsloMet.

Could this topic be interesting for you to write about?

As a case, you can talk to Ola Nordmann, who can tell about how he after having media training became much more comfortable in meeting with the media, and how this resulted in him appearing more credible to the target group when he spoke in critical situations. Let me know and I will put you in touch with Nordmann.

Be hearing from you!

Sincerely,

XX



The news criteria

Be proactive and available

Key message

Prepare well

Build relations to the journalists

LEARNING POINTS





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WERGELAND/APENES

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