

Engaging with the Media: Principles and practice

5 week online Short Course: 30 May – 29 Jun 2022

In times of information overload, misinformation and fake news it's becoming more challenging for scientists and journalists to engage meaningfully with a common goal to inform the public about research results and their implications for citizens. Researchers are often plagued with questions such as : How do I engage with the media? Who has the power to make decisions on stories? What is the journey of a news story? What goes into a media pitch? How should I prepare for an interview?

The Centre for Evidence-based Health Care, Department of Global Health, Faculty of Medicine and Health Sciences, Stellenbosch University, offers this 4 week online short course to provide researchers with a nuanced understanding of how to engage with the media in order to encourage the use of evidence in decision-making. Majority of the time will be spent intensely working with peers and facilitators to craft a well-designed and populated **media pitch** as well as get one on one coaching in **preparation for interviews with journalists**

28 hours total course time commitment over 5 weeks.

*In person virtual contact sessions twice a week: **Mondays and Wednesdays 3.00pm-4:00pm SAST***

Facilitators: Ms. Wilma Stassen¹ and Dr. Nasreen Jessani^{1,2}

¹Stellenbosch University, ²Johns Hopkins University

After completion of this course, participants will be able to:

Compare and contrast the norms, values and culture of science with that of journalists

Understand the nuances of engaging with the media (including journalists and editors)

Think strategically about how to engage effectively with various types of media

Consider the risks, rewards and responsibilities of media engagement

Appreciate the processes and ethics of reporting

Upon completion participants will receive a certificate of attendance.

Attendance limited to 15 participants. Cost R2,695

RESERVE YOUR SEAT by 13 May 2022: [Engaging with media application](#)

Contact Liesel Floor, lieselfloor@sun.ac.za

Course Pre-requisite:

Note that only applicants who have completed the prerequisite short course, **"The Art, Science and Complexity of EIDM: Introduction to Knowledge Translation"** will be eligible to enroll for this course. *If you have not already taken the prerequisite short course, it is being offered from 8 Mar to 8 April 2022 in a 5 week online short course format ([EIDM KT application](#))*. The follow up 5 week online short course **Engaging with Decision makers: Issue briefs for policy and practice** is also offered 19 Apr to 20 May 2022 ([Engaging with Decision Makers application](#))