

Title: How to Communicate the Past to the Mass Media. An EAA Media Skills Workshop

Organiser: Diane Scherzler

Proposal

For many people the media is the only source for topics from the field of archaeology. But most archaeologists lack training and experience in how to cooperate with TV, radio, and the press. They do not know how to arouse media interest in their research, or how to give a good interview, and they are defenceless concerning falsifications in the journalistic product.

Participants of this hands-on media skills workshop will learn about the different kinds and needs of mass media. They will find answers to questions as:

1. How can an archaeologist draw the journalists' attention to his or her research, to exhibitions, etc.?
2. How has a press-release to be written and structured?
3. How to give a good interview?
4. How can mistakes be avoided?
5. How to do reasonable low-budget press work?

This is a training session that lasts four hours. Although it is most useful to attend all the time, the workshop has several modules, so that participants could come and leave at any point of time. Besides several presentations the participants will be engaged in interactive exercises and role-playings that simulate interviews and interaction with different kinds of journalists. They will experience how mistakes and misunderstandings arise and learn several strategies how to reduce them, including some do's and don'ts when cooperating with journalists. Participants with and without experience in press-work are welcome.

Organiser/Trainer is: Diane Scherzler, MA, works as an editor for a major German Public Broadcasting Company. The prehistorian has been concerned with the subject area "science, the media, and the public". Diane Scherzler is head of the workgroup "Science Communication" of the organization "Euroscience". She gives media training to academics, is visiting lecturer at Tübingen university and advises scientific organisations who want to improve their collaboration with journalists. For further information please visit <http://www.diane-scherzler.de>