



Media Skills Training for Researchers at University of Rwanda

**Sida**SWEDISH INTERNATIONAL
DEVELOPMENT COOPERATION AGENCY

SciDev.Net, the world's leading source of reliable and authoritative news, views and analysis about science and technology for global development, is partnering with Sida to deliver science communication training to researchers at the University of Rwanda.

The purpose of the training is to build the skills and confidence of researchers to reach policymakers and the broader public with their research findings through the media. Hopefully, this will help bring more research findings to policymakers' attention and increase the researchers' chances of influencing policy.

The training will be online, taking a total of two hours a day for five days.

Target group

- Researchers
- PhD students
- Communication specialists who work with researchers to disseminate findings

Training topics

Topic	Learning objective(s): Upon successful completion of this module, the participant will be able to:
1. Practical ways to simplify science without compromising its meaning	<ul style="list-style-type: none">■ Narrow down a scientific concept to information that non-specialists can understand.■ Translate scientific facts into information that non-specialists can understand.■ Limit the use of numbers and statistics without watering down their science.
2. Making research findings interesting to editors and their audiences	<ul style="list-style-type: none">■ Explain the connection between scientific research, the media and development.■ Identify different opportunities in the mass media to disseminate research findings.■ Apply various techniques to make research findings relatable and interesting to journalists and media audiences.■ Turn research findings into a compelling pitch for the media.
3. Structuring a media article about your research	<ul style="list-style-type: none">■ Recognise the differences between journal articles and media articles.■ Identify media outlets where their article might be published.■ Structure their writing in a way that is suitable for the public and policymakers.
4. Using social media to communicate research	<ul style="list-style-type: none">■ Identify good practices for using social media to communicate research.■ Determine where, when, to whom and how often they will communicate about their research.■ Develop a simple social media plan for communicating their research.■ Compose compelling social media messages.
5. Communicating with specific audiences to promote research uptake, downtake and sidetake	<ul style="list-style-type: none">■ Identify key stakeholders for research uptake, downtake and sidetake■ Relate their research findings to the information needs of specific stakeholders■ Design strategies to reach each target audience with information.

Training approach:

SciDev.Net uses a highly interactive and engaging training approach, with a mix of explanation, learning activities, take-home exercises and networking events to help participants appreciate science communication. The training is designed as a three-step learning experience involving:

1. A self-paced online training with five modules taking about one hour each. Participants are expected to take one module a day at their own time and pace.
2. Webinars with the trainer for questions and discussions. Participants are expected to attend five webinars, one per day. Each webinar lasts one hour.
3. A networking event with journalists to enable researchers practise what they have learnt, and share their findings with journalists. This is most useful for researchers who already have research findings that they can share.

Expected outcomes

Participants will have more skills and confidence to communicate their research to the media.

Possible outputs from participants

- News articles/bulletins on research findings, resulting from the scientist being interviewed by a journalist
- Expert opinion or informative articles about their research, for publication in the media
- Media-type articles to be published in an institutional website, magazine or newsletter
- A simple media plan specifying what aspects of their research they will communicate, to who, when, using what channels, and for what purpose
- Effective social media messages about their research
- An audience map detailing the different stakeholders (policymakers, media, etc.) that need to know about their research findings and how to reach them with the information

Participant's take-aways from the training

- Certificate for completion
- Recorded webinars for future listen-back
- Access to the online course modules for a further six months

Training Dates

The training will take place 11-15 October 2021.

Click here to register your interest in participating by 24 September



For further information, please contact:

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