GETTING YOUR RESEARCH IN THE PRESS (AND QUOTED CORRECTLY)

GRADUATE PATHWAYS TO SUCCESS AND UBC MEDIA RELATIONS

Do you want to see your work in the news? Do you have something to say about the stories you read in the newspaper, hear on the radio, or see on television?

This session will help you learn how to make your ideas and research accessible to a general audience, and provide you with simple tools to get your messages across effectively and efficiently.

The following topics will be covered:
- What makes news
- Ways of engaging with the media
- Interview tips and techniques
- Key messages and bridging
- Developing key messages

An expert panel will be held directly after the workshop. Please see the event posting for expert bios. During registration, you can choose to participate in either the workshop or panel or both.

For full details and to register, please visit: grad.ubc.ca/about-us/events/18268-getting-your-research-press-quoted-correctly

We appreciate the support of the Graduate Student Society for this event.