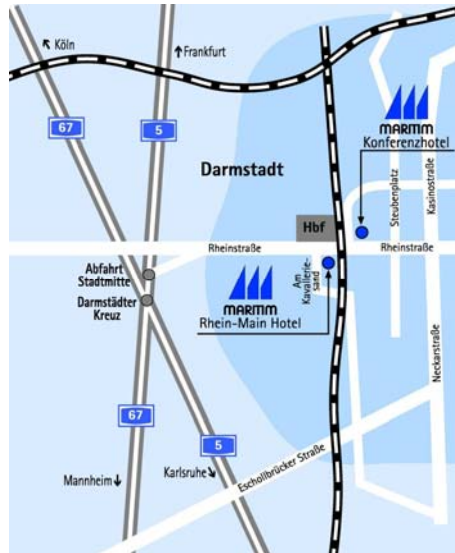


## How to find the Maritim Rhein-Main Hotel Darmstadt:

The **Maritim Rhein-Main Hotel** is close to the central station (Hbf) and the A5 and A67 motorways. The bus to Frankfurt Airport runs every 30 minutes during the day and leaves from right outside the hotel.



### From the airport:

Airliner bus to the Heinrich-Hertz-Strasse, stop right by the hotel, approx. €8

Taxi prices: approx. €55

### From the central station

(Hauptbahnhof): 5 minutes on foot

## Course content

The course is practice-oriented and includes filmed exercises. Participants will be taught by journalists and communication professionals and will receive individual feedback.

## Registration

The course is aimed at participants of COST Action FP0905 "Biosafety of Forest Transgenic Trees". Numbers are limited to ten people. Please register no later than 30<sup>th</sup> September 2011 following the procedure reported at the web site: [www.cost-action-fp0905.eu/training-school](http://www.cost-action-fp0905.eu/training-school). If more than 10 registration are made a Training School committee will make the selection following the criteria reported in the web site.



## A training school on

## "Communication – how to speak with media"

## Cooperation project of COST Action FP0905 and GMO Safety

9th - 11th November 2011

Start time: 15:00

At the Maritim Rhein-Main Hotel Darmstadt, Am Kavalleriesand 6  
64295 Darmstadt, Germany

What does a journalist expect from me? How can I prepare for an interview? How can I present my results clearly and intelligibly and place them in a political, economic and social context? How do I deal with controversial issues?

People who research socially important subjects often find themselves in the spotlight sooner than they expect. The media are interested in competent sources, and scientists can play an important part in bringing objectivity to the public debate about plant genetic engineering.

The aim of this three-day media and communication training course is to teach participants the rules of media work and to prepare them to deal confidently with journalists.

**GMO Safety**  
Genetic engineering – Plants – Environment



## 9th November 2011

- 15:00 **Welcome and introduction**
- 15:15 **Presentations**
- “Introduction to COST Action FP0905 Biosafety of forest transgenic trees: improving the scientific basis for safe tree development and implementation of EU policy directives”,**  
Cristina Vettori
- “Transgenic trees and field trials in Germany”,**  
Matthias Fladung
- “Simple steps to build a website for scientific dissemination”,** Fabio Migliacci
- 19:00 **Dinner**

## 10th November 2011

- 08:30 **“Basics of communication”,** Kristina Sinemus,  
Genius GmbH, Science & Communication
- 08:50 **“Tips for contacts with journalists”,** free journalist
- 09:20 **“Handling the Media - giving examples in relation to my experiences with TV, radio and newspapers”, followed by discussion,** Jeremy Sweet, environmental consultant and vice-chairman of the EFSA GMO panel
- 10:30 **Coffee break**
- 10:45 **The ABC of short interviews – participants present their work to a journalist**
- 11:45 **The professional short interview - radio**
- 12:30 **Lunch**
- 13:30 **Playback of interviews and discussion**
- 14:30 **The professional interview - print / introduction, preparation, interviews**
- 15:30 **Playback of interviews and discussion**
- 16:30 **Coffee Break**

- 16:45 **The accurate TV statement - introduction, preparation, interviews**
- 17:15 **Playback of statements and discussion**
- 19:30 **Dinner**

## 11th November 2011

- 09:00 **Dealing with controversies and criticism - introduction to argumentation techniques**
- 10:00 **Training: Argumentation**
- 10:30 **Coffee Break**
- 10:45 **Training: Argumentation**
- 11:15 **Press releases: Making science understandable**
- 11:45 **Practice: press releases**
- 12:15 **Feedback from participants**
- 13:00 **Departure**

### Contact

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**Registration:** <http://www.cost-action-fp0905.eu/training-school>

The communication training is being run by Genius GmbH on behalf of the German Federal Ministry of Education and Research (collaborative project on Communications Management in Biosafety Research) and in cooperation with COST Action FP0905.