

Funded by



Arts & Humanities
Research Council

The Open University in London
Friday 29th November 2013

‘Working with (rather than for) the media’

10.00 – 10.30 Arrive and Coffee

Media Perspectives on academic collaboration

10.30 – 11.45 This session will feature 15-20 minute presentations from Annabel Hobley (television producer) and Zahid Warley (radio producer). It will explore the drivers of collaboration from the media side – timescales, funding, communication imperatives and so on. The session will end with a plenary discussion with the students.

11.45 – 12.00 Coffee

Academics’ Perspectives on media collaboration

12.00 – 13.15 This session will feature 15-20 minute presentations from Chris Williams (The Open University), Pam Cox (Essex University) and Brett Mills (UEA), reflecting on their own personal experiences of radio, television and press collaboration. The session will aim to set out for the cohort what they need to think about when preparing to discuss their work on TV, radio or in print.

13.15 – 14.00 Lunch

Preparing a Press Briefing and working with a University Press Officer

14.00 – 14.30 Hélène Murphy, Senior Manager, Research Communications, and Yvonne Cook, Arts Faculty Key Communications Contact (The Open University), will give a presentation containing practical advice and tips, with a short Q & A with the students afterwards.

14.30 – 15.00 Student group work/discussion. The students will be working on press releases they have pre-prepared relating to their own work, discussing and honing them in the light of Hélène’s and Yvonne’s presentation.

15.00 – 15.15 Coffee

15.15 – 16.15 Student group work/discussion. The students will be thinking about ways in which they might pitch their own current research for a variety of formats.

16.15 Plenary discussion

16.30 Pub for those who need it



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