

A portrait of Dr Anna Ploszajski, a woman with short blonde hair, smiling warmly. She is wearing a dark blue top and a necklace. The background is dark and out of focus.

# Media Training for Researchers

with Dr Anna Ploszajski

In any successful research career, it's par for the course to have to engage with the media; be that print journalism, radio or television. It's a daunting prospect, not knowing what they'll ask you and wanting your work to be shone in the best possible light.

I've spent eight years as an academic researcher in materials science at Oxford and UCL, and almost as long as a science writer, podcaster and journalist.

This means I've got the benefit of seeing both sides of science communication in the media, and am in the position to be able to guide you through every step of the process.

In this three-part training series, I will give you the skills you need to **engage confidently** with the media, to **communicate** your work with **impact**. We'll cover how to tailor your message to different audiences, how to find the story in your work, and I'll give you the inside scoop on what journalists really want.

There's no prior experience of interacting with the media required – this training is for everyone from folks who are just curious about the media to those whose work is regularly featured.

To discuss how I can help you or your researchers interact with the media better...

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Twitter: [@AnnaPloszajski](https://twitter.com/AnnaPloszajski)

Website: [www.annaploszajski.com](http://www.annaploszajski.com)

# About the Training

## PART 1: AIMS AND AUDIENCES

In this workshop, we'll be covering how to plan interacting with the media; identifying our aims and tailoring key messages to different audiences. By the end, participants will feel confident in how to approach a media engagement in different types of media, and their message will be pitch-perfect for any future audience.

## PART 2: FINDING THE STORY

In this workshop, we'll be covering how to identify your work's unique hook, and how to translate that into stories the media will be desperate to cover. By the end, participants will be able to identify several story angles in their own work, and will write several 'hooks' to get journalists interested.

## PART 3: WHAT JOURNALISTS REALLY WANT

This workshop is all about seeing it from the other side. I'll share the inside scoop on what a journalist is really thinking, how to prepare for interviews, and how to work with them to sell your work in the best light possible. By the end, participants will interview and be interviewed about their work, with tailored feedback on things to work on going forward.

The workshop is a single half-day. Participants will walk away from the sessions having learnt about science reporting across different media, have a deepened appreciation of the media angle of their own work, and have a plan for future media engagements.

# Testimonials for my Training

*"The most valuable thing I got from Anna's training was the idea of structuring presentations as stories with different 'acts' and how this can really engage and relate to a diverse audience. It really benefitted me in reconsidering how I view my project data overall and I will definitely be implementing it, not only for my future presentations, but also in my writing. Anna was professional but approachable and friendly and the training day had a relaxed and encouraging environment throughout. I would recommend her!"*

- Dr Georgina Starling, Postdoctoral Fellow at UCL and the Francis Crick Institute

*"Anna delivered a fantastic masterclass for our staff. Despite being online, the session was practical, interactive and entertaining, with exercises for the group and plenty of discussion. A real highlight was Anna's fantastic storytelling section - demonstrating the importance of messaging, structure and tone, whilst gripping us all with her adventures swimming the channel! Anna is brilliant to work with - professional, personable and keen to understand and tailor the session to meet the needs of our group - we will definitely ask her to be involved in future sessions."*

- Dr Amy Seakins, Engagement Manager at Imperial College London

# Previous Clients

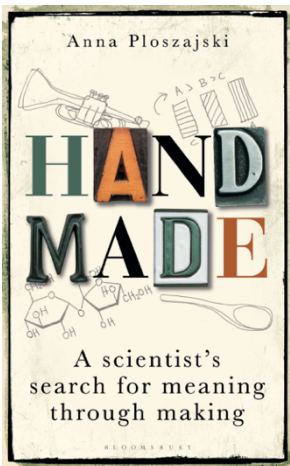




# Dr Anna Ploszajski

Materials scientist | Storyteller

Dr Anna Ploszajski is an award-winning materials scientist, writer, presenter, podcaster, performer, trainer, journalist and storyteller based in London.



Anna channels her passion for materials science by storytelling with materials on the screen, radio, stage and page; her first book, [Handmade: A Scientist's Search for Meaning Through Making](#), is out now. She has also been published by [The Guardian](#), [The Times Higher Education Supplement](#), and Materials World. Anna can often be found London's pub basements performing stand-up comedy about materials and making. She also frequents science festivals across the country entertaining families with [demo-packed shows](#). Anna's podcast, [Handmade](#), features weekly chats with artists, makers, movers and shakers all with a love of materials.

*"Anna is a true original, an impressive talent. She is a fantastic communicator who brings a fresh approach to materials science. Entertaining and enlightening in equal measure."*  
– Professor Mark Miodownik

*"Anna is almost unique in the UK; a young woman in engineering who's accomplished and intelligent but also hilarious, brave and willing to challenge orthodoxies in amazing ways. Oh, and she can do it all on stage too."* – Dr Steve Cross

Having developed her own unique blend of autobiographical and technical science communication, Anna now trains professional scientists, engineers and school students in the art of scientific storytelling. She has won numerous prestigious industry [awards](#) for her work, including Young Engineer of the Year by the Royal Academy of Engineering, and the Silver Medal from the Institute of Materials, Minerals and Mining. In her spare time, Anna plays the trumpet in a funk and soul covers band, and goes on adventures in Alan, her camper van.

Find out more at [www.annaploszajski.com](http://www.annaploszajski.com).

