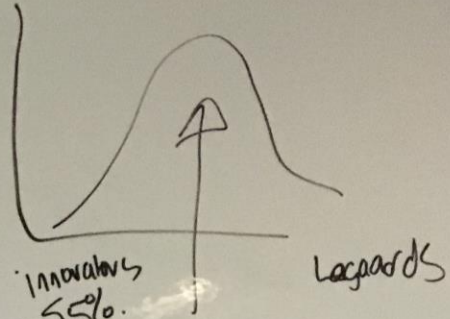


BBSRC AWRN Media Workshop

# Summary points identified by the delegates

# WRITING WORKSHOP



- Conclusion first then detail



to grab attention of reader

- Approach didn't publications in different ways
- Use photos. & mugshots.
- Key message clear from beginning
- "Special" language used by journalist
- Key tips - short sentences

# Interviews

- Key messages
  - Be prepared for 'curve ball' Question
  - Know when to stop talking!
  - Preparation & practice
  - Keep language simple
  - work w/ your press office
  - Tell stories & anecdotes
  - Make it meaningful
  - Hitting peoples 'hot buttons' / emotions
- TAKE CONTROL.
- Try & influence the questions that the journalist ask you.

# Research into practice

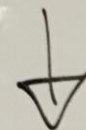
- New approach to targeting
- Audience needs.
- Behavioural insight frameworks/models \*
- Simple & available messages
- Facilitation skills
- Less boring material
- Attitude change.
- Checking the impact
- Awareness raising @ beginning
- Audience
- Understanding problem.

# Measuring Impact

• Capture baseline info

- Knowledge
- Attitude
- Skills
- Aspiration

KASA models



e.g. hCalf in NZ  
Scott McDougall.

Science is not science unless it is applied



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A vibrant landscape of a green field at sunset. The sun is low on the horizon, casting a warm glow over the scene. The sky is filled with colorful clouds, and the field is lush and green. A path leads from the foreground towards the horizon. The overall mood is peaceful and inspiring.

**‘Inspiring our farmers, growers  
and industry to succeed in a  
rapidly changing world’**

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