

Course on Risk Communication, Joint activity of ITN NanoTOES and EIMID-ITN

Monday, 16. April 2012, Location Dekanatssitzungssaal

Morning: 9:00 – 12:00

Albert Duschl, University of Salzburg: Welcome and Logistics

Georg Ruhrmann, University of Jena Germany: Introduction into risk communication, translating science to the public.

Open discussion, collection of questions from the audience.

Lunch: 12:00 – 13:30 (on site)

Afternoon: 13:30 – 17:00

Mutual introduction of the two groups (one group may move to Seminarraum Biochemie)

Exercise in writing a press statement describing each group.

Aided and evaluated by Hannes Eichmann, ORF (Austrian TV)

Tuesday, 17. April 2012, Location ZFL Media Studio

Morning: 9:00 – 12:00

Training interviews (radio, TV) with feedback from Michael Mair (ORF) and Hannes Eichmann. Specific questions and scenarios will be provided beforehand.

Lunch: 12:00 – 13:30 (on site)

Afternoon: 13:30 – 17:00

Training interviews (radio, TV) with feedback from Michael Mair and Hannes Eichmann.

Specific questions and scenarios will be provided beforehand – like in the morning, with more challenging issues (e.g. very short time, or journalist has been briefed beforehand by opponents)

Wednesday, 18. April 2012, Location Dekanatssitzungssaal

Morning: 9:00 – 12:00

Michael Mair and Thomas Steinmaurer (University of Salzburg): Communication problems for research institutes, Introduction into communication in crisis situations.

Exercises to provide statements on crisis situations (scenarios to be provided beforehand, maybe targeting different audiences).

Start production of booklet content.

Lunch: 12:00 – 13:30 (on site)

Afternoon: 13:30 – 17:00

Evaluation of exercises by Andreas Windischbauer (IKP, PR expert) and Thomas Steinmaurer, compilation of a guideline booklet on risk communication with his help.

Feedback from participants.