



# ESRN Workshop: How to communicate my environmental research?

Wednesday, 18 September 2019, 13:30-19:00h

Sky Lounge, University of Vienna, Oskar-Morgenstern-Platz 1, 1090 Vienna

The ESRN Environmental Sciences Research Network in cooperation with  
the Center for Doctoral Studies at the University of Vienna



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- **What can I do to prepare myself for an interview with journalists?**
- **How can I pitch research stories to journalists?**
- **How to act in front of a camera?**
- **How can I frame my research in the context of broader societal challenges?**
- **What media services does the University of Vienna provide?**

The ESRN and the Center for Doctoral Studies of the University of Vienna invite **advanced PhD candidates and postdocs** of the University that currently work in environmental sciences to participate in this workshop. Meet up with experts and discuss communication strategies with a focus on environmental topics:

- [Marlene Nowotny](#), journalist and public radio editor for radio channel Ö1 of the Austrian Broadcasting Corporation (ORF)
- [Markus Mooslechner](#), journalist and producer at Terra Mater Factual Studios, prior ORF anchorman (Newton)
- [Nora Gau](#), freelance journalist and science filmmaker, freelancer, prior Servus TV, ARD, ZDF

## Wednesday, 18 September 2019

- 13:30      **Welcome & introduction**  
Gerhard J. Herndl (ESRN), Bianca Lindorfer (Center for Doctoral Studies)
- 13:40      **What can we do for you? Communication services at the University of Vienna**  
Talks by Cornelia Blum / Veronika Schallhart, DLE Public Relations at UNIVIE
- 14:20      **Presenting environmental research to the public**  
Talks by Marlene Nowotny (ORF), Markus Mooslechner (Terra Mater Factual Studios) and Nora Gau (freelance science filmmaker)
- 14:45      **Coffee break**
- 15:00      Parallel science communication workshops à 15-20 people
- Session A: How to present my research in public radio & print?**  
             With Marlene Nowotny
- Session B: How to present my research in TV & video**  
             With Nora Gau & Markus Mooslechner
- (Please note that participants can take part either in session A or in session B!)
- 18:00      **Round table: Environmental research in the media – challenges and pitfalls**  
With Gerhard J. Herndl (Head of Division Bio-Oceanography, Deputy Head of ESRN, Head of Research Platform PLENTY, University of Vienna) and science journalists Nora Gau, Markus Mooslechner and Marlene Nowotny
- 19:00      **Get-together**

<b>When?</b>	Wednesday, 18 September 2019, 13:30 – 19:00 Sky Lounge, University of Vienna, Oskar-Morgenstern-Platz 1, 1090 Vienna
<b>Who?</b>	Open to <a href="#">all interested advanced PhD candidates and postdocs of the ESRN member faculties*</a> of the University of Vienna (no fee, max. 40 participants)
<b>How to apply?</b>	To apply for the workshop, please <a href="#">register online</a> and upload a short CV (1/2 page in English or German) until <b>28 August 2019 (registration deadline)</b> . Due to limited number of participants, we will have a selection procedure. Seventy-five per cent of the available places are reserved for postdoc researchers, 25 per cent for doctoral candidates. Candidates will be grouped according to their discipline and selected drawing lots. Selected candidates will be informed begin of September 2019.
<b>To register, please click here: <a href="#">Registration Link</a></b>	

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T: 01-4277-53007, Environmental Sciences Research Network (ESRN), [umwelt.univie.ac.at/en/](http://umwelt.univie.ac.at/en/)

\* **Active ESRN member institutions:** Faculty of Earth Sciences, Geography and Astronomy, Faculty of Life Sciences, Faculty of Physics, Faculty of Chemistry, Faculty of Social Sciences, Faculty of Philological and Cultural Studies, Centre for Microbiology and Environmental System Science.