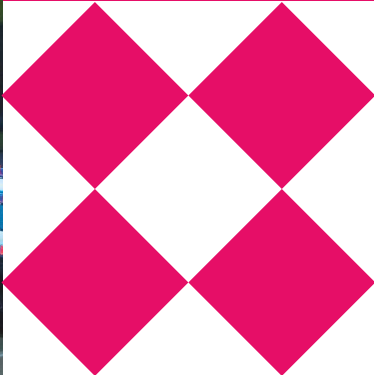
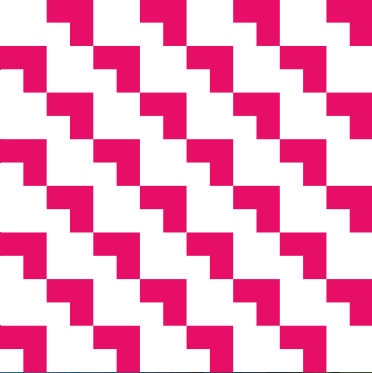




# Media Training at City St George's



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The University of  
business, practice  
and the professions.

[citystgeorges.ac.uk](http://citystgeorges.ac.uk)

# Scheduled events 2025

The Department of Journalism offers Media Training sessions to staff to equip them with the skills and confidence to communicate more effectively and widely. These sessions are run by leading practitioners from the Department's 28 staff and 50 visiting lecturers.

There are several core elements to our training offer:

- 1** An overview day which details the ways media training can help you as a City St George's academic or member of staff. There are sessions on: showing you how to raise your profile; writing for the media; effective use of social media and the basics of delivering a good media interview. You will also get media strategy tips from a high-profile academic. The Expert Women team will discuss their project which has led to more women academic experts appearing on the media.
- 2** Practical hands-on studio-based workshops that introduce you media skills from interview technique, how to pitch to the media, writing for text or broadcast; how to work with broadcasters and how to make successful podcasts.
- 3** 1:2:1 mentoring of academics to follow through on 1) & 2) to develop your media profile over time.
- 4** Bespoke sessions at request. This might be: how to devise a media strategy for your School, Department or Centre; crisis media training and specialist subject sessions e.g. (health, AI, crime, business).

There are interactive elements and sessions will draw on the experience of attendees as well as tutors speakers.

The Department has successfully piloted media training sessions over several years. Last year's first full schedule was well attended and received excellent feedback from attendees. The University has recognised the impact value of such training for staff and has given additional funding this year to deliver a wider range of sessions and to arrange some bespoke sessions for schools/departments/centres.

## Overview Day

**Clerkenwell** Friday 2 May

**Tooting** Friday 9 May

**The benefits of Media Training for Academic Researchers.**  
(up to 30 attendees)

<b>Morning</b> 9:30 – 12:30	<b>Improving your media profile and influence</b>
9:30 – 10:15	Introduction by Dr Paul Lashmar – raise your media profile. Know how to develop a personal and professional media strategy. Understand how to get commissioned and have a newsdesk expert contact list.
10:20 – 10:50	First step from academic to media – The Conversation – Stephen Khan (The Conversation editor in chief), Clint Witchalls (Health Editor) for Tooting.
10:50 – 11:00	Tea break
11:00 – 12:30	Improve your social media profile – and understand how to maximise X, Bluesky, TikTok and other platforms through your strategy, settings and analytics – Adam Tinworth.
<b>Afternoon</b> 13:15 – 16:30	<b>Becoming a media friendly expert</b>
13:15 – 14:45	Improve your media interview technique – Jo Payton.
14:45 – 15:00	Tea break
15:00 – 15:45	High profile academic talks about their media experience.
15:45 – finish	Expert Women – Professor Lis Howells

A member of the Press Office attends these introduction days to develop working relationships with colleagues seeking profile.



Sign up for the  
Overview Days

# Workshops

## Audio interview training and voice training

Thursday 29 May 2025

**Do you lack confidence about media interviews? Worried about how your voice sounds on radio? How do you deal with difficult questions in an interview?**

We offer a highly practical session where individuals are trained by an experienced professional journalist. Training will include realistic studio-based interview sessions. We will suggest strategies to get you on radio and podcast interview lists. Includes some basic voice training.

## Podcasting 10 spaces – full day training

Tuesday 10 June 2025

**A well-made podcast is not just informative, it's the theatre of the mind. A great podcast can raise your media profile. Do you have the skills and knowledge to enter the sector?**

We offer a beginner podcasting course. You will be trained by an experienced podcast journalist from the Centre for Podcasting Excellence.

## Media writing and pitching ideas workshop for academic

Friday 13 June 2025

Translating complex research into engaging, accessible media content is a challenge for many academics, who are more comfortable with the language and structures of scholarly writing. So how do you write copy about your research. Or copy that draws on your expertise more generally and will shine in a newspaper, magazine or on a website? Bridging the gap, between an academic approach to writing and real-world impact, is the key focus of this workshop

## TV/Broadcast training

Friday 20 June 2025

**Do you lack confidence about live TV or online interviews? Worried about appearing on TV? Worried about how your voice sounds?**

We offer a highly practical session where individuals are trained by an experienced broadcast journalist and will include an interview session in our TV studio. We also give some basic voice training, as well as advice on taking the initiative in interviews and responding to questions concisely and with authority.

## One-to-one mentoring

Friday 20 June 2025

One-to-one mentoring is available for up to eight City St George's academics per round and helps with media strategy/personal branding training in the longer term. Every mentee should have attended the overview media training session above. This is followed by two x one-to-one meetings with a media advisor, of approximately 45 minutes each.



If you have any queries, please contact the administrator, Sarah Walters-Williams  
[sarah.walters-williams@citystgeorges.ac.uk](mailto:sarah.walters-williams@citystgeorges.ac.uk)

# Tutors and speakers

Overview sessions include personal experience case study from a City St George's high profile academic. e.g. **Professor Jane Martinson** the former Guardian Media Editor and has just had her book on the Barclay Brothers *You May Never See Us Again* published. **Dr James Rodgers** – former foreign correspondent in Russia, Eastern European and the Middle East, now a national commentator on media and politics in Russia/Ukraine; **Dr Zahera Harb** – expert on the media in Lebanon and Middle East.

## Tutors

### Adam Tinworth

Staff lecturer. Teaches digital journalism and audience engagement skills to PG students, including video strategy, social media, community management, SEO and audience strategy.

### Professor Lis Howells

Lis is a major award-winning journalist and broadcasting executive who has worked for BBC, ITV, Channel 4, and Sky News. She was Senior Vice-President at Flextech Television (later Virgin Media) where she had founded Living TV, now the channel Sky Witness on Sky TV. Her monitoring project, counting the number of women experts on these programmes, is frequently credited with changing the face(s) of UK TV news.

### Brett Spencer

Part time staff. Ex-BBC and Bauer Radio. Director of City St George's Centre for Podcasting Excellence.

### Colette Cooney

Staff Television Lecturer for PG broadcasting courses and experienced media trainer.

### Dr Zahera Harb

Staff and International Journalism Studies Cluster Lead. Zahera has more than 11 years' experience as a journalist in her native country Lebanon working for Lebanese and international media organisations.

### Tom Croasdell

Visiting Lecturer who is a radio bulletin reading specialist across a number of national radio brands (including Heart, Capital, Radio X and Smooth) as well as local stations (including BBC Essex and kmfm).

### Johanna Payton

Staff Lecturer. She has written for newspapers, magazines and websites, and appears as a recurrent guest on BBC radio. An experienced fashion journalist who advises on appearance in TV interviews.

### Chris Birkett

Chris Birkett has more than thirty years' experience in senior positions at major news organisations. He is the former Executive Editor and Deputy Head of Sky News and Managing Editor of the BBC News Channel. He is a Visiting Lecturer in Journalism at CStG's.

### Dr Paul Lashmar

Four decades as an investigative journalist and an expert on organised crime, Cold War propaganda and the legacy of slavery. His book is *Drax of Drax Hall: How One British Family Got Rich (and Stayed Rich)* from Sugar and Slavery. Is published by Pluto Press. (March 2025).

### Dr James Rodgers

Ex-BBC Correspondent and a high-profile expert journalist on Russia/East Europe.

**We can offer specialist courses – bespoke sessions developed for a particular school, department or centre.**

- Developing a media strategy for schools/departments or centres. Our media experts help develop a media engagement plan to help achieve strategy goals.
- Crisis communication for senior staff – how to deal with tough questioning after an incident or policy problem.
- Science communication – focuses specifically on communicating challenging technical ideas to a lay audience.
- Financial and business communication - communicating complex/technical ideas to a lay audience.
- Media Law: limiting legal risk when publishing.
- Additional external speakers can be brought in, including, for example, Senior Editors from The Conversation on academic orientated online news, and commissioning editor for an op-ed section talking about what academics can offer.



**Journalism Department**  
**contact for bespoke courses**  
[paul.lashmar@city.ac.uk](mailto:paul.lashmar@city.ac.uk)

## Feedback from 2023 attendee

*“This was an excellent training session which exceeded my expectations - huge thanks to all of the presenters for their excellent work. I was surprised by how much content was covered. Overall the training provided really helpful information, and some reminders, about how to engage with the media and position myself as an expert for radio, television and more.”*

## Feedback from 2024 attendees

*“I wanted to thank you, I thought it was excellent. So well organized and very helpful indeed, and I recommended it to my colleagues in The Law School.”*

*“I’ve learnt a lot from Chris about writing comments on mass media articles, utilising social media, preparing for a media interview, and developing my subject area amongst so much more.”*

Having trouble writing in a style that is acceptable for the media? How do you write a pitch for news media? How do you write an opinion piece? How do you write for radio, TV or social media and how is that different from print media? Find it hard to switch from writing in an academic style to media friendly language? Find it hard summarising something that has taken years of research into a concise article or package?

Do you lack confidence about taking on live media interviews? Worried about how your voice sounds on radio or podcasts? Concerned that you cannot control an interview? How do you deal with difficult questions in an interview? How best to appear on a television interview or video? How best to light yourself on Teams or Zoom? What background should you select? How to sound good – how to use a microphone? Wear headphones or not?

## Courses that help you solve those issues:

### Podcasting

**Everyone is listening to or making a podcast. A great podcast can raise your media profile. Do you want to create a podcast or team up with an existing podcast team? Do you have the skills and knowledge to enter the sector?**

The Department of Journalism offers a small group beginner podcasting course. This would run through the essentials of podcasting and how to produce a podcast including essential technical skills. You will be trained by an experienced podcast journalist from the Department’s Centre for Podcasting Excellence. Full day training.

### TV/Broadcast training

**Do you lack confidence about live TV, radio and podcasts interviews? Worried about appearing on TV? Worried about how your voice sounds? Concerned that you cannot control an interview? How do you deal with difficult questions in an interview?**

We offer a highly practical session where individuals are trained by an experienced professional broadcast journalist from the Department of Journalism. Training will include a TV interview session in the Department of Journalism’s TV studio. Where possible the trainer will focus around the attendee’s research specialism. Includes some basic voice training, as well as advice on taking the initiative in interviews and responding to questions concisely and with authority.

### Promoting your Research

**Getting coverage for your research including how to improve your pitching of stories, op-eds, and features. Where can you pitch your research to the media? How can you identify commissioning editors? How can you make your research catch the attention of the media? What is a peg or angle? How do you give your research a human angle?**

This session will be led by an experienced journalist from the Department of Journalism who is also research active and will explain how to get your work media exposure.

## About Journalism@City St George's, University of London

For almost 50 years, the Journalism Department at City St George's, University of London has been educating the UK's top journalists. It is ranked:

- First for Journalism in the UK's *Good University Guide 2023*
- Third in UK and top in London for Journalism in *The Guardian University guide 2025*
- First for employability and graduate outcomes in communications and media, in the *Complete University Guide 2023*.

The Department has more than 6000 alumni, working at the very top of the journalism industry, in the UK and around the world. In 2023, City St George's Journalism alumni won Journalist of the Year at the British Press Awards; Journalist of the Year at the London Press Awards; Young Journalist of the Year at the UK Press Awards; and Young Producer of the Year at the Society of Editors, among a raft of other prizes.

The Department achieves these remarkable graduate outcomes by putting the journalism industry at the heart of everything it does, resulting in a distinctive 'real-world' curricular that produces work-ready students. This education is informed by the world-leading research of scholars based in the Department, who examine the changing technology, political-economic context, and ethics of journalism practice.