
University of Zurich | EHCL

«Media training» | November 20, 2024

Schedule | Location: SSPH+, Hirschengraben 82, 8001 Zürich

Team: Communication trainers Remo Müller and Stefan Tschumi

Block 1 | Plenary

09:00 - 10:30

«Media appearance: basics»

- o Welcome: Practical tip | Introduction of trainers | Daily program
- o Preparation: Discussion | Research | Preparation
- o Starting Point: Goal | Message | Argumentation | Counter-argumentation

Morning Break

10:30 - 10:45

Block 2 | Group

10:45 - 12:30

«Understanding and dealing with journalists | Proactively in the media»

- o In plenary: Journalists | Task | Schedule | News value table
- o Relevance: Development of stories relevant to the public
- o Communication concept: Goals | Messages | Stories | Planning
- o Reflection and Classification | Defining practical goals

Lunch Break

12:30 - 14:00

Restaurant information will follow soon

Block 3 | Group

14:00 - 15:30

«Press release»

- o Structure: Structure | Formal | Digital additions
- o Language: Formulation | Sentence length according to «gaze-leap-theory» | Quotations
- o Dispatch: Subject line | Time | Addressee

Afternoon Break

15:30 - 15:45

Block 4 | Group

15:45 - 17:30

«Media appearance: Statement»

- o Message: Types | Formulation
- o Statement: Types | Structure | Times
- o In plenary: Personal focus | Reflection and classification | Defining practical goals

Additional information:

- o Breaks: The schedule for breaks is flexible, depending on the trainers discretion.
- o Vegan/vegetarian options for food are possible (please let us know in advance)
- o Snacks: Various snacks, including croissants and fruit, will be available in the morning and afternoon.

University of Zurich | EHCL

«Media training» | November 21, 2024

Schedule | Location: SSPH+, Hirschengraben 82, 8001 Zürich-Bellevue

Team: Communication trainers Remo Müller, Stefan Tschumi, Christoph Trösch and Giulia Staub

Block 1 | Small group

09:00 - 10:30

«Media workshops»

- o In Plenary: Welcome | Practical tip | Questions previous day | Introduction of trainers | Daily program
- o Group 1: Interview radio
- o Group 2: Interview TV
- o Group 3: Interview digital
- o Group 4: Interview print

Morning Break

10:30 - 10:45

Block 2 | Small group

10:45 - 12:30

«Media workshops»

- o Group 1: Interview radio
- o Group 2: Interview TV
- o Group 3: Interview digital
- o Group 4: Interview print

Lunch Break

12:30 - 14:00

Restaurant «Uniturm»

Block 3 | Small group

14:00 - 15:30

«Media workshops»

- o Group 1: Interview radio
- o Group 2: Interview TV
- o Group 3: Interview digital
- o Group 4: Interview print

Afternoon Break

15:30 - 15:45

Block 4 | Small group

15:45 - 17:30

«Media workshops»

- o Group 1: Interview radio
- o Group 2: Interview TV
- o Group 3: Interview digital
- o Group 4: Interview print
- o In plenary: Personal focus | Reflection and classification | Defining practical goals

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