

Anonymous feedback compiled from evaluation forms for Science Media SAVVY workshops

Auckland - Feb 2025 workshop

“It was good to directly meet with journalists and understand the mechanisms of that partnership.”

“Exceptionally good trainers - very knowledgeable, helpful, and encouraging. I learned a lot.”

“It’s difficult to get this kind of personalized feedback elsewhere - great people, amazing feedback.”

“I’d highly recommend the workshop just to reflect on how one’s research is impactful and relevant.”

“The knowledge, time and energy of all the contributors was beyond expectations. The programming and exercises made us all stretch in a supportive and often fun, engaging way.”

“Exceeded expectations - the opportunity to develop a pitch and to practice live interviewing; the space to reflect on how I could best engage with the media (for what purpose and how etc.).”

“I would absolutely 100% recommend the workshop to colleagues: develop skills; come away with a kete of tools; learn to tell a story that is aligned to media needs and preferences.”

“Thanks for curating such a warm and safe space. So grateful.”

“Lowers barriers to enter media and increases confidence to comment.”

“Need to do an interview ASAP to practice for real!”

“It’s a great way for newbies to get advice from highly experienced people, who in an honest and relaxed way, help you improve and prepare a great pitch.”

“It helps you learn about what journalists actually want from researchers; really practical advice; builds confidence for engaging with the media; helps you re-configure your research from a newsworthy angle.”

“It is a unique and important training for all researchers and scientists.”

“This makes me feel more confident about reaching out to the media in the future.”

“Realised the importance of scientists working together with journalists.”

Most Valuable Parts of the Workshop:

- Practicing and receiving feedback from others (x7)
- Being on camera / interview practice (x6)
- Meeting / talking to journalists (x6)
- Distilling your message / pitch development (x4)

Suggestions for Improvement:

- More breaks (x3)
- Second day was too long / not enough practical activities (x2)
- Preparing for advanced interviews / persuasive speaking e.g. conversations around vaccines (x1)

Christchurch - June 2025 workshop

“Great team of facilitators. Communicating research to the wider public is super important for a flourishing society and a well-funded science system. Effective communication requires more than just passion in our own research area - get this training to remove stress in the future.”

“I expected it to be valuable and intense, and it was!”

“I feel that I have the tools available to get my research out to the media in a concise, audience-appropriate way.”

“While far out of my comfort zone at times, it always felt like a safe space.”

“Having such a broad range of background was so useful to get fresh eyes on our research - as we often work in such small ‘echo chambers’ of people who do similar work.”

“I would especially recommend this workshop to early career researchers that are not too aware and usually very intimidated by talking to the media even though they do great and important research.”

“Great team of facilitators. Communicating research to the wider public is super important for a flourishing society and a well-funded science system. Effective communication requires more than just passion in our own research area - get this training to remove stress in the future.”

“I feel more confident in getting my research out to the media.”

“Great experience - excellent content, great facilitators.”

“Challenged me in a way that led to my confidence growing. Has given me the tools to be able to talk to the media about my research.”

“It really pushed me out of my comfort zone - which was surprising!”

“I now know what the important things to focus on are in order to catch journalist and the public attention; how and who to contact; what makes a good delivery.”

“You will be way out of your comfort zone but it's an incredibly supportive environment and the media experts who are there are fantastic - empathetic, patient, and extremely knowledgeable.”

Most Valuable Parts of the Workshop:

- Being on camera / interview practice (x5)
- Practicing and receiving feedback from others (x5)
- Distilling your message / pitch development (x3)
- Insight into journalists' world / perspective (x3)

Suggestions for Improvement:

- Consideration of podcasts as a form of media (x1)
- Second day was too long (x1)
- More time on pitch development / practice (x1)
- Strategies to manage nerves (x1)