Overview

This course allows faculty and staff to learn techniques to conduct effective and informative media interviews about their work at the university.

Objectives

The objectives of this course are as follows:

- Understand how to condense complex information for short interviews
- Learn the importance of effective quotes
- Learn strategies for interview preparation

Activities

To reinforce lecture and class discussion, the following activities are used in the class:

- Mock interviews
- Interview Dos and Don’ts

Evaluation

Course will be evaluated by attendance and post-course evaluation forms.