



ITN Protein Conjugates - Summer School Vienna, July 11th – 13th 2018

Institute of Biological Chemistry, Faculty of Chemistry, University of Vienna, Währinger Str. 42, 1090 Vienna, Austria

Wednesday, July 11th

12:30 – 13:30 Arrival and light lunch

13:30 – 16:30 Presentations by students

13:30 – 14:00 João Faria Nogueira

14:00 – 14:30 Tuuli Hakala

14:30 – 15:00 Friedrich Bialas

15:00 – 15:30 Maksymilian Żegota

15:30 – 16:00 Coffee break

16:00 – 16:30 Roberto Russo

16:45 – 17:45 **Markus Muttenthaler**, University of Vienna
“Multivalent Ligand Design — Chemistry and Applications”

Thursday, July 12th

9:00 – 11:00 Presentations by students

09:00 – 09:30 Xhenti Ferhati

09:30 – 10:00 Silvia Baldo

10:00 – 10:30 Padma Akkapeddi

10:30 – 11:00 Charlotte Baker

11:00 – 11:15 Coffee break

11:15 – 12:00 PI meeting (with students)

12:00 – 13:00 Lunch

13:00 – 13:45 Travel to Shire, Biologics Production & Packing (Industriestraße 67, 1220 Wien)

14:00 – 16:00 Site visit Shire

19:00 Viennese Dinner at Heuriger Schübel-Auer (Kahlenberger Straße 22, 1190 Wien)

Friday, July 13th

08:30– 10:30 Science communication – How to talk to journalists about my research

Session 1 with **Marlene Nowotny** (**Please see information and preparations below**)

10:30 – 11:00 Coffee break

11:00 – 12:30 Science communication – developing interview skills

Session 2 with **Marlene Nowotny**

13:00 Departure

Additional Information:



Marlene Nowotny

Copyright: Private

Marlene Nowotny works as journalist and radio editor for radio channel Ö1 of the Austrian Broadcasting Corporation (ORF). Before working for public radio, she was an assistant director and producer for documentaries. In 2007, she joined Ö1 where she is focusing on academic questions and social issues, ranging from short news segments to long radio features. As part of her work, she also writes online stories for the ORF website science.ORF.at.

Session: Science communication

One objective of this session with journalist Marlene Nowotny is to provide you with guidance on how to present your work to the media, and to learn more about what triggers the interest of journalists and what they may ask for in interviews. In order to demonstrate challenges in science communication with the press, **we would like you to have a go at writing a short “teaser” (headline and first 1-2 paragraphs; e.g. in the form of the beginning of a press release or article) prior to the summer school that presents one of your projects and/or research papers.** This provides you with an opportunity to get some first-hand feedback from Marlene Nowotny and to learn hands-on.

Please **draft the headline and first 1-2 paragraphs, 200-300 words**, presenting a research project or a research paper. Pick something that you would like to present to the press that shows some new research insights or surprising outcomes. **Please send your text until July 5th 2018 to michaela.cherrier@univie.ac.at** – we will forward your drafted text to Marlene Nowotny for Friday’s session.

Getting started

*“The most important sentence in any article is the first one. If it doesn’t induce the reader to proceed to the second sentence, your article is dead.” — William Zinsser, **On Writing Well***

Crafting the headline and teaser requires finding a delicate balance between providing enough concrete information and, at the same time, not overloading the reader with facts or irrelevant information that will not interest them. You need to hook your reader.

Questions to ask yourself before you start writing:

- **Who is your target audience?**
- **What is the key benefit for the audience?**
- **What makes my project different/unique?**
- **Why should I read/listen to the whole thing?**

Journalistic writing is characterized by:



- Compact, usually short sentences, every word selected and placed for maximum effect
- Short, terse paragraphs, each complete in itself and capable of being removed without destroying the sense of the story
- Conciseness, directness and simplicity through elimination of unnecessary words and phrases
- Factualness without editorial opinions and dogmatic expressions
- “Strong” verbs and nouns preferred over hackneyed words and expressions
- Observance of grammatical and word usage rules

For example:

Weak: The group arrived at a decision.

Strong: The group decided.

Weak: They did away with the old building.

Strong: They razed the old building.

Weak: All women who are interested should come.

Strong: All interested women should come.