

University Communications offers two types of media training for faculty throughout the academic year. The sessions are designed to instill confidence among members of the academic community in speaking with news media. Media Training sessions are hosted periodically at the University Communications offices in the Lakeside Building. Training programs tailored to a specific school or department can be arranged upon request.

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Upcoming media training sessions will be advertised through the **Daily Digest**.

Requests for tailored programs should be addressed to:

**Steve Criss**

Marketing & Communications  
Administrator

PHONE 860.486.5333  
Steve.Criss@uconn.edu

## General Media Training

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Each discussion covers what to anticipate during an interview, how to prepare for one, and when to defer to University Communications. The conversation also goes over the value of responding to media queries — from strengthening grant proposals to benefiting people whose lives may be affected by research findings. Faculty will leave knowing what steps to take when a reporter calls.

## Broadcast Media Training

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In addition to the general training, University Communications provides individual broadcast media training in the on-campus television and radio studio. Those sessions are tailored to individual needs. Faculty may want to focus on how to prepare for a specific upcoming interview or for recurring interviews within their area of expertise. Studio time will likely include filming a mock interview for critique.