



**Media Awareness Seminar for IAEA Primary Members
16:00 – 18:00, Sunday 7 September 2008: Robinson College, Cambridge**

What do you do when the media suddenly takes an interest in your school exams and tests? How do you respond if there are problems with your examination papers or marking? Can you just say 'no comment' and hope the fuss will go away?

This seminar will offer examples, discussion and advice on what to do when the media spotlight turns on your organisation.

But media coverage is not all negative: you may want to get media coverage for innovative qualifications or new methods of marking and assessment? How can you access the media to contribute to the public debate about assessment and learning?

This session will help you get your message across more effectively on television, radio, print and online.

The seminar will be a mixture of presentations, case studies, and interactive exercises. You will have a chance to try out media scenarios, to share good and bad experiences, and to quiz the experts. It will be run by education journalist and broadcaster, Mike Baker, and the Group Director of Public Affairs at Cambridge Assessment, Bene't Steinberg. Refreshments will be served.

If you would like to attend please email the IAEA 2008 Organiser (iaea2008@cambridgeassessment.org.uk) detailing your name and organisation by 1 August.

Programme

- 16:00 Welcome and Introduction.
- 16:10 'The good news and the bad news': case studies in assessment and the media
- 16:35 Why engage with the media?
- 16:45 Dealing with journalists: do's and don'ts.
- 16:55 Writing a news release: group exercise.
- 17:15 Evaluation of news releases: interactive session.
- 17:30 Media interviews: tips on effective communication.
- 17:40 Media interviews: interactive session.
- 18:00 End.



Mike Baker was the BBC's Education Correspondent for 18 years and is now a columnist for BBC News Online, the Education Guardian and Education Journal. He is a presenter for Teachers' TV and appears regularly on BBC radio and television. He is an experienced media trainer.

Bene't Steinberg has worked in the education field for over 10 years, principally dealing with the politics and perception of assessments and examinations. He has been Group Director of Public Affairs at Cambridge Assessment since 2003, joining from a leading UK public relations and public affairs specialist firm, where he worked with companies such as Shell International, NTL and OCR for many years.

