

***Increasing the voice of women economists in the media and public discourse through training and promotion – TU Dublin, UCC, UL, TCD.***

The aim of this project was to implement a range of training and dissemination initiatives to promote the voice of women economists in the media. The project has three stages: 1) Understanding the barriers to media engagement, 2) Training to advance skill development in media engagement, and 3) Increasing visibility.

As noted in our last report, a survey was conducted to elicit the barriers to media participation and potential solutions (results published [here](#)). Following this, a hybrid workshop on media engagement was held in the Central Bank of Ireland to disseminate the survey results (details [here](#)). Based on this we commissioned Clear Eye communications <https://cleareye.ie/> to deliver tailored media training to professional economists.

Since submitting our last report, 4 workshops took place between February 8-15<sup>th</sup> 2023 in Dublin (UCD, TCD, TU Dublin) and Cork (UCC), moderated by Margaret Ward from Clear Eye. The workshops were attended by 40 participants and covered the basics of a good media appearance (personal preparation techniques, media and presenter research, understanding the audience, defining your purpose, refining key messages, removing jargon, the science of storytelling, preparing for questions, pitching yourself). The second set of workshops, which were held in March and April 2023, involved in-depth studio training to a selected group of female economists. Three sessions were held (2 in Dublin and 1 in Cork) with 12 participants in total. The sessions were also facilitated by Margaret Ward whereby each participant gave a 'live radio' interview which was audio recorded. The training reinforced the basics of a good media appearance and helped the participants perform as both a stand-alone contributor and as part of a panel. The session also demystified radio/podcast appearances and also covered how to actively pitch to editors by email, through listing websites such as Women on Air and tips on developing your social media presence to attract media requests. In August 2023, a survey was sent to all those who participated in either of the training sessions, and the feedback from the survey was very positive, with the majority of the respondents stating that they felt more prepared and more confident to engage with the media as a result of the training.

In January 2024, we conducted the final part of the project – a selected group of female economists who are advanced in their careers and recognised as experts in their field were invited to take part in an intense day-long media training session with the Communications Clinic (<https://www.communicationsclinic.ie/>), followed by a reception with invited journalists, editors and producers. The event took place on 18<sup>th</sup> January 2024 and was attended by 8 female economists. This session focused on preparing for radio and TV interviews where the participants were asked to speak about topics outside their area of expertise. All participants gave a 5 minute 'Morning Ireland' type interview which was video recorded. The interview was then played back and critiqued (by the facilitator and the other participants). This was an incredibly useful and engaging session. The reception at the end of the day was attended by producers and researchers from RTE Drivetime, theJournal.ie, Newstalk, and Virgin Media. This session presented networking opportunities and has already resulted in several participants featuring on these media outlets.

Finally, one of the goals of this project was to build a support network of women economists who engage with the media. To this end we created a 'ISWE Media' What's App group, where all members can forward on any media requests they receive to other members of the group. This tool has also proved effective in ensuring all media requests are met.