



Kibabii University

MEDIA TRAINING FOR RESEARCHERS: From Consumption to Impact

ACU-SUPPORTED
TRAINING PROGRAM

KEY DETAILS

- **Format:** 80% Self-Paced Online | 20% Optional Workshops
- **Dates:** April 22 - June 3, 2025
- **For:** PhDs, Postdocs & Junior Faculty (All Disciplines)
- **Certification:** ACU-Recognized Completion Badge

SKILLS YOU'LL GAIN



Media Engagement: Master interviews, press releases & crisis communication



Digital Presence: Build accessible online profiles & track engagement analytics



Storytelling: Transform research into public-friendly narratives & visuals



Collaboration: Partner across disciplines to co-create media content



Strategy Development: Design personalized 12-month outreach plans



The Association
of Commonwealth
Universities

Core Modules

1. Introduction to Media in Research
2. Communicating Research through Media
3. Building an accessible and inclusive online presence
4. Collaborative media projects and interdisciplinary engagement
5. Capstone project – Developing a personal media strategy



<https://ecrskillhub.com>



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Boost Your Research Impact: Join Our Media Training for Researchers!

Kibabii University, in partnership with the Association of Commonwealth Universities (ACU), is proud to announce an exciting professional development opportunity: **Media Training for Researchers: From Consumption to Impact**.






Why This Program?

In today's digital age, researchers must communicate their work effectively to diverse audiences—peers, policymakers, media, and the public. This **ACU-recognized** training equips early-career researchers with the skills to amplify their research visibility, engage with media confidently, and build a strong online presence.

Program Highlights

1. **Flexible Learning:** 80% self-paced online, 20% optional workshops
2. **Certification:** Earn an **ACU-recognized badge** upon completion
3. **Who Should Apply?** PhD candidates, postdocs, and junior faculty across **all disciplines**
4. **Key Dates:** April 22 – June 3, 2025 (Apply by April 18!)




What You'll Learn

-  **Media Engagement** – Master interviews, press releases, and crisis communication
-  **Digital Presence** – Build accessible, professional online profiles
-  **Storytelling** – Turn complex research into compelling narratives
-  **Collaboration** – Partner with media professionals and interdisciplinary teams
-  **Strategy** – Design a 12-month outreach plan for long-term impact

Core Modules

1. **Introduction to Media in Research** – Navigate the evolving media landscape
2. **Communicating Research Through Media** – Craft engaging, ethical content
3. **Building an Inclusive Online Presence** – Optimize accessibility and engagement
4. **Collaborative Media Projects** – Co-create impactful content
5. **Capstone Project** – Develop and present a personal media strategy

How to Apply

-  **Online:** <https://ecrskillhub.com>
-  **Email:** powoche@kibu.ac.ke
-  **Call:** +254-722-843180

Don't miss this chance to elevate your research communication skills! Limited spots available—apply by **April 18, 2025**.

Kibabii University – Empowering Researchers for Global Impact