

SCIENCE AND THE MEDIA

A match made in Heaven

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2021



Funded by the Horizon 2020 Framework Programme of the European Union



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Session 1

- Why & how to communicate to your audience
- The PR Agency
- The PR Professionals & the journalist
- Media relations
- What characterizes journalists
- The Press room
- Most Common Sources
- Magic words
- News Values & Storytelling
- Different communication paths
- The road to a happy marriage
- Tips to consider when writing an article/press release
- **Homework**

Session 2

- Homework presentation, discussion and questions

WHY

PUBLIC INTEREST

INSTITUTIONAL INTEREST

POLITICAL/ECONOMIC INTEREST

COMMERCIAL INTEREST

HOW TO ENGAGE



Different types of audiences



Client/Colleague



KOL/Colleague



Journalist/Editor



Lay Public

THE PR AGENCY

PR STRATEGY

CREDIBILITY vs ADVERTISING

ENGAGEMENT

KPI'S

THE PR PROFESSIONALS & THE JOURNALISTS

Dont's	Do's
Don't pay journalists for stories or articles	Journalists cannot be bought. Impartiality remains the flagship trait of the trade
Are not friends with journalists	They build good working relationships with the media which, even when they are long established relationships, do not ensure coverage
Don't force topics for stories or articles on the journalist	Suggest a topic and supplies contacts
Don't manipulate news or story angles	They provide the journalist with content (statistics, data) that might direct his angle but ultimately, that is the journalist's choice
Don't have access to the piece before it is published/aired	That request will send a message of lack of trust in the journalist's work
Cannot guarantee that the article will be published even when all the necessary information and contacts have been duly provided	The journalist may well have used the contact list that was supplied and yet chose to not write a story

MEDIA RELATIONS



MEDIA CONTACTS: Building a media list targeting relevant journalists in the Science and Society sector; creating and fostering trusting relationships with them.



PRESS RELEASE: Preparing content; media distribution to communicate information about events, activities, results, new projects, services and partnerships.



MANAGING INTERVIEWS AND APPOINTMENTS: setting up interviews, one-to-one appointments between the organisation's representatives and endorsers and strategic news outlets.



MEDIA EVENTS: press conferences or presentations with the purpose of getting the media's attention and attract better coverage.

MEDIA RELATIONS



MEDIA QUALITY VS MEDIA QUANTITY: relevant content in strategically selected media. Dissemination of selected key messages across all published pieces and definition of Advertising Value Equivalence (AVE) analysis.



OPPORTUNITY MANAGEMENT: Continuous monitoring and updating of content released to media outlets and close relationships with journalists.



MEDIA RELATIONS PLANS: action plans with specific steps and respective timings according to the final plan of activities and initiatives.



KPI'S: Monitoring editorial content of news sources (clipping) and emailing to the client (daily. Activity Reports with quantitative and qualitative analysis including results and respective AVE.

MEDIA: WHATCHDOG

Watches the watched
(Government, Industry,
Academia)

Watches the watchdogs
(regulatory agencies)

Watches researchers,
studies and institutions

Watches science
policies

Watches the allocation
of science funding

Watches the population
(to gather indicators)

They watch themselves
(trade unions, editorial
board, media regulator)

WHAT CHARACTERISES JOURNALISTS

- Very curious and also very sceptical
- Distrustful of large corporations
- They try to see things from the readers' perspective
- Competitive
- Deadline-oriented
- Have little time to spare
- Underpaid
- Passionate about their work

THE PRESS ROOM

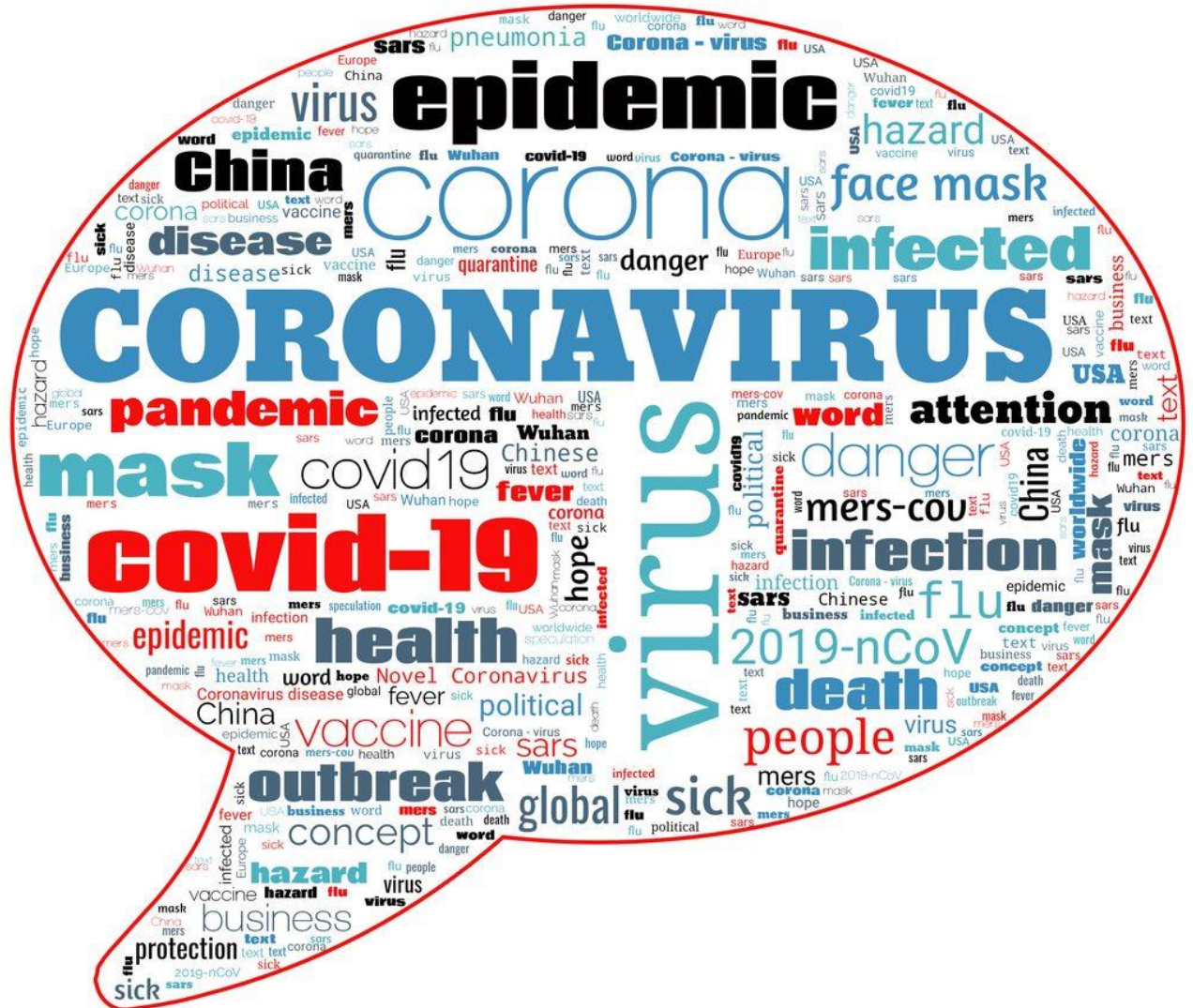
A typical newsmagazine (Visão)

- Editorials
- Society (Sports; Science; Environment; Lifestyle; Education)
- Culture
- Politics
- International

MOST COMMON SOURCES

News Agencies
Communication agencies/ Consultants
Other newspapers (nacional, internacional)
Public/Private entities (Department of Science, Science-related registers, trade unions, associations, EMA, ESA, FAO, WHO, Institutes)
Books
Newspapers/Magazines/Websites (scientific)
Scientific Congresses
Researchers
People

MAGIC WORDS



MAGIC WORDS

CANCER

SEX

AIDS

OBESITY

LONGEVITY

MAGIC PITCH

NATURE/SCIENCE/LANCET

NATURAL DISASTER

CLIMATE CHANGE

NEWS VALUES

- Novelty – breaking and exclusive news
- Proximity and impact
- Relevance of the person, institution or place
- Scope – is it of interest to everyone?
- Conflict
- Stunning and attention-grabbing stories
- Availability, accessibility
- Human interest; news that stir up an emotional response
- "Gossip"
- External pressure
- Commemorative dates

WHY AREN'T OUR NEWS BEING PUBLISHED?

Because the information we are providing is not **relevant** enough



LEGIONELLA OUTBREAK

NEJM

<https://www.nejm.org/doi/full/10.1056/NEJMc1505356>

That is, it does not meet the set standards that transform an event into a news story.

DIFFERENT COMMUNICATION PATHS

Email pitch

Press release

Media article:

- News article/reportage
- One to one interview
- Reportage
- Chronicle/Opinion article
- Essay/feature article (online)
- TV Studio presence (KOL)

Social Media channels

NEWS, REPORTAGE, STUDIO

News/Article	Reportage	Studio
On the spot/Live	Some become news. They: Illustrate Explain Add information	Live
Short	Longer	Usually up to a maximum of 6 minutes, most commonly 3 minutes
Fast (Time-sensitive)	Timeless	Aligned with current events and/or within the context of a commemorative date
Driven by the agenda of the moment	Topic-oriented	Topic-oriented

MEDIA

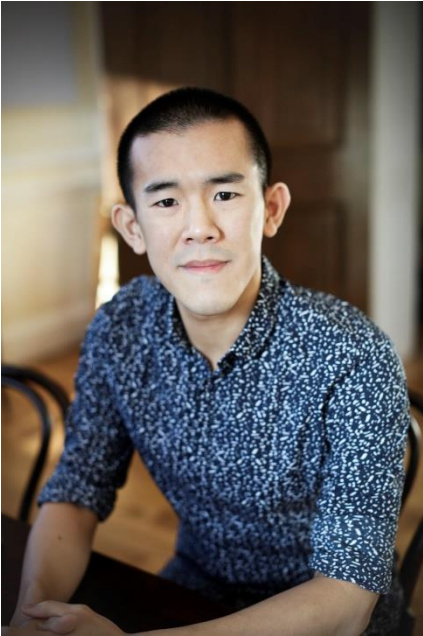
LAY MEDIA	TRADE MEDIA (Health/Environment/Engineer/Artificial Intelligence)
Focused on the reader / viewer	Focused on the reader/viewer
Outlines	Detail-oriented
Generic relevance (wide range of people)	Audience-driven (specific type of audience)
Storytelling	Factual / balanced
(Usually) Shorter interviews	Longer and detailed Interviews
Time-sensitive (TV, radio, daily newspapers)	Less subject to time constraints (weekly, monthly, bimonthly publications)
Content is made by journalists (not content editors)	Paid content, most of the time

SCIENTIST/PR OFFICER/JOURNALIST

The road to a happy marriage

- Be aware of the deadline and respect it
- Agree on the best way to communicate (email, phone, zoom, in person)
- Try to understand the topic of the article and adjust to it
- Adjust language to the media/journalist
- Try to create a bond with a journalist you trust
- Be available for last minute questions
- Do not ask to review the article
- The magic of storytelling

SCIENCE JOURNALISTS



Ed Yong

The Atlantic



Adam Rogers

WIRED



Becky Ferreira

VICE

BEFORE YOU START WRITING

- Choose the topic
- Define the length (usually in words or characters)
- Think of the key message (or messages)
- Add infographics, pictures, to complement the information
- Discuss the topic with other people – preferably the general public

Tips to consider when writing an article/press release ?

Between 3 and 4 key messages

Short sentences

Active voice

Current examples

One idea, one paragraph

Day to day examples

Important ideas at the top

Simple and common language

Avoid acronyms and jargon

KOL quotes

Testemonies by real people

Tips to consider when writing a press release ?



Pictures/graphics



Context paragraphs:



Institutes/Centres
objectives, projects,
foundation date, etc.



PR Consultants' contacts

THANK YOU

This publication is based upon work from COST Action “Building on scientific literacy in evolution towards scientifically responsible Europeans” (EuroScitizen), with reference CA17127, supported by COST (European Cooperation in Science and Technology).

COST (European Cooperation in Science and Technology) is a funding agency for research and innovation networks. Our Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their peers. This boosts their research, career and innovation.

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