

Inter-American Institute for Global Change Research: **How To Write a News Release**



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**‘Science is not finished
until it’s communicated’**

— Sir Mark Walport, UK Government Chief Scientific Adviser

Reality Check



Be Real





WHO (target audience)

WHAT (key message)

HOW (news release, other options)

Important to also figure out **WHERE** to publish and pitch

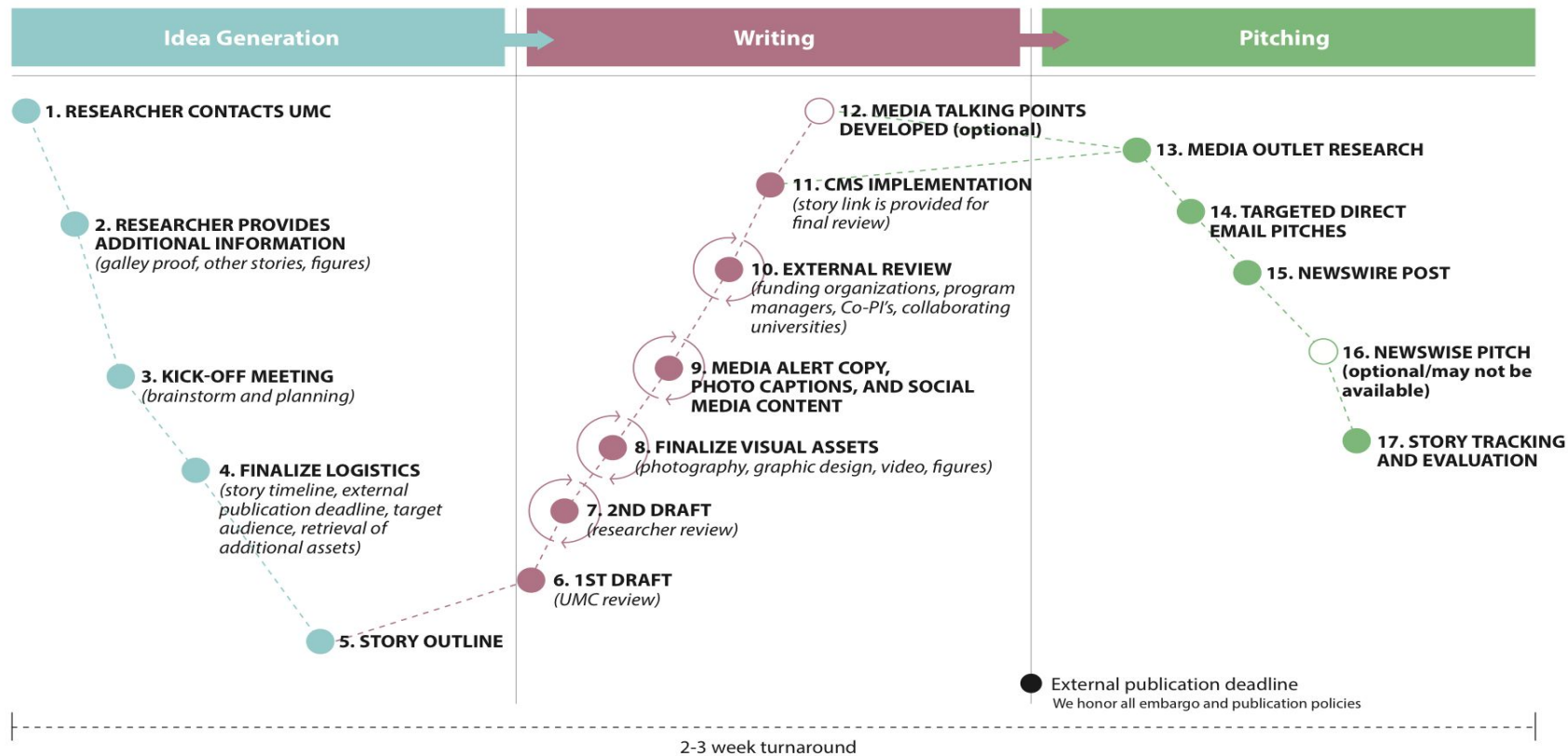
Good Visuals

Pair: photo + caption. What does an image say that your words can't?



Making the News

UMC Science & Tech News Process



Frank and Ernest



THE SCIENCE NEWS CYCLE

JORGE CHAM © 2009

Start Here



YOUR GRANDMA

...eventually making it to...



4 LOCAL EYEWITLESS NEWS

...and caught on ...

CNC Cable NEWS



We saw it on a Blog!

A causes B all the time
What will this mean for Obama?

BREAKING NEWS BREAKING NEWS BREA

...then noticed by...



THE INTERNETS

Scientists out to kill us again.

POSTED BY RANDOM DUDE

Comments (377)

OMG! I kneeeew it!!

WTH??????

Your Research

Conclusion: A is correlated with B ($p=0.56$), given C, assuming D and under E conditions.



...is translated by...

UNIVERSITY PR OFFICE
(YES, YOU HAVE ONE)

FOR IMMEDIATE RELEASE:
SCIENTISTS FIND
POTENTIAL LINK
BETWEEN A AND B
(UNDER CERTAIN CONDITIONS).

...which is then picked up by...

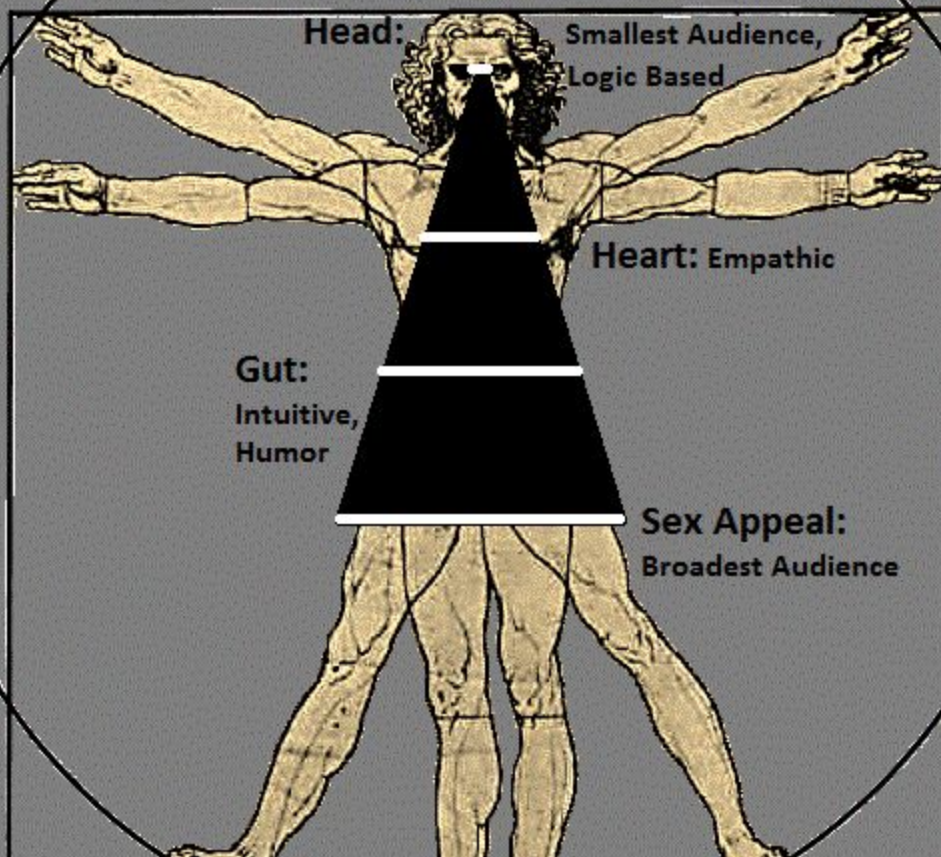


NEWS WIRE ORGANIZATIONS

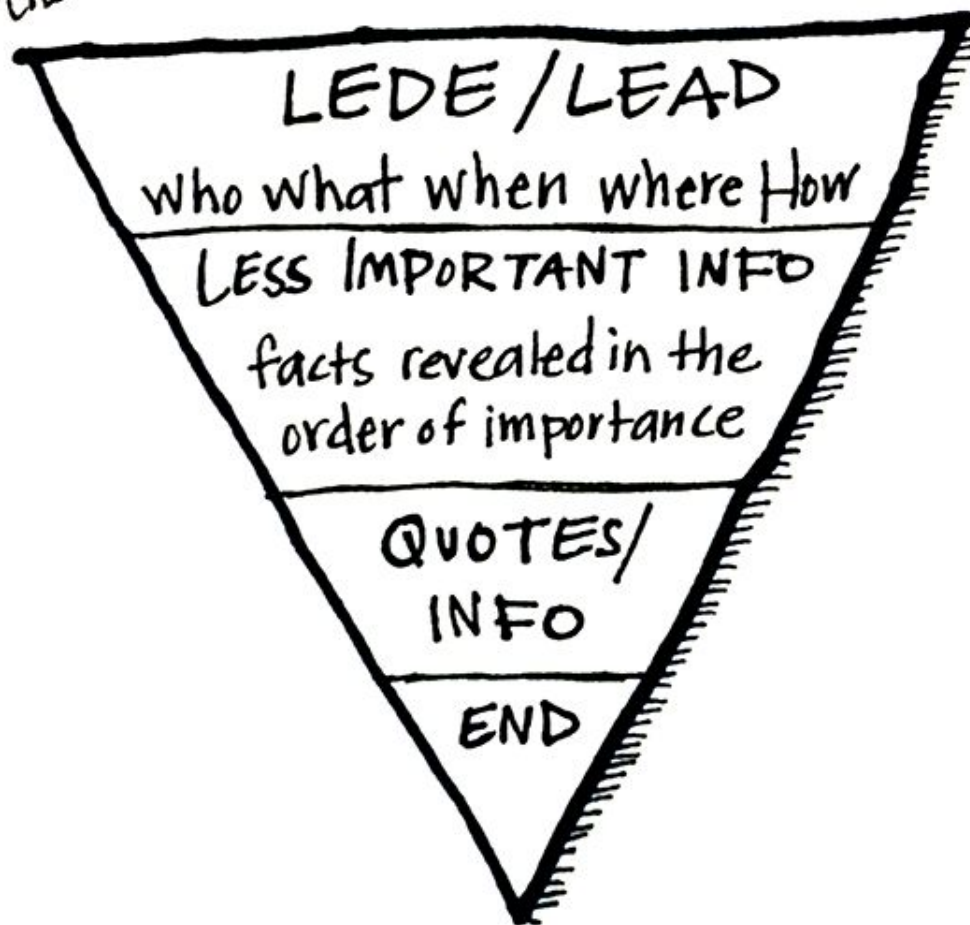
A CAUSES B, SAY SCIENTISTS.

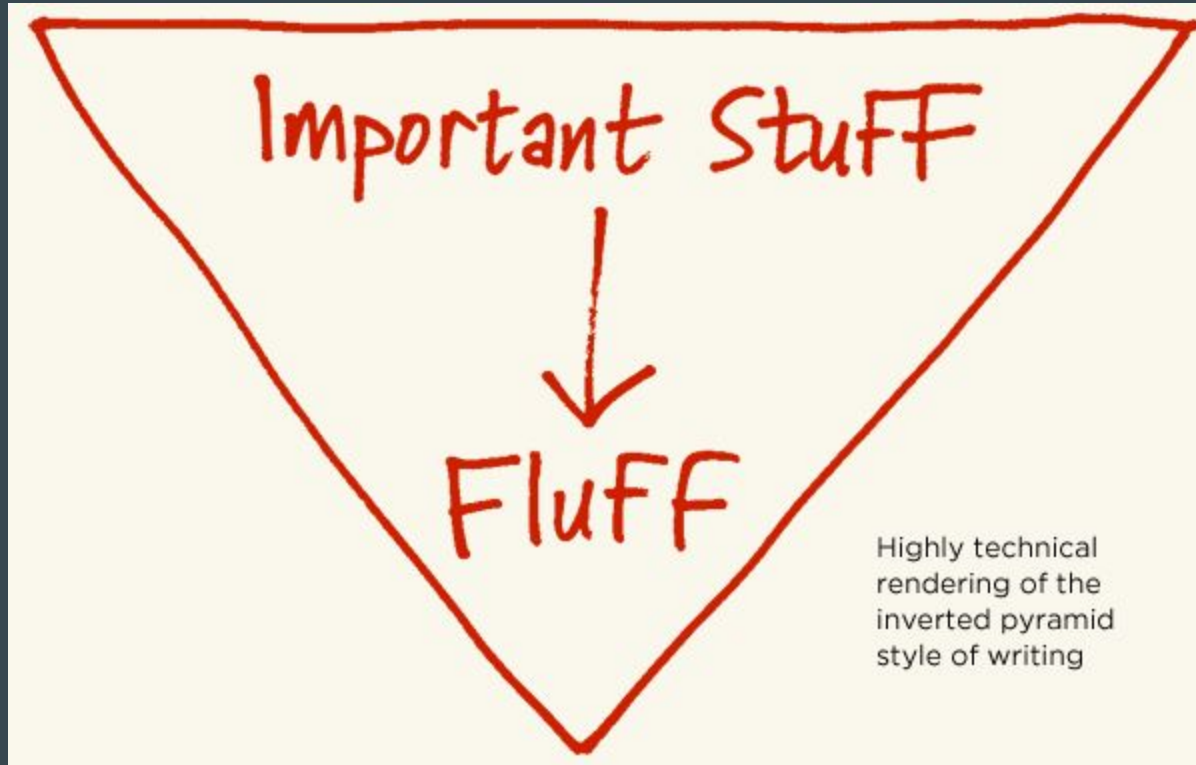
...who are read by ...

Organs of Communication



the INVERTED PYRAMID.





HOOK

NUT GRAPH

QUOTE/VOICE

MAIN POINT 1

QUOTE/VOICE

MAIN POINT 2

METHODOLOGIES

SUPPORTING DETAILS

COLLABORATORS/FUNDERS

Important Stuff

FLUFF

Highly technical rendering of the inverted pyramid style of writing

The New News: Social Media

Myths believed by our researchers

MYTH #1:

The public can't understand my science.



MYTH #2:

My posts can't compete with cat videos.



MYTH #3:

Social media is for personal use only.



Benefits for researchers

BONUS #1:

Networking

BONUS #2:

Accessibility

BONUS #3:

Altmetrics

Bonus for news releases:

FREE MARKETING, YO!!

Invest in an organizational/lab/department/NGO account and POST

Your News Releases