



Enabling Grids for E-science

Writing articles for the media

*Sarah Purcell - EGEE Dissemination,
Outreach and Communications Manager*

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www.eu-egee.org



Information Society
and Media



- **Think about your audience**
 - Scientifically literate?
 - Technically literate?
 - Same platform?
- **Do not assume anything**
- **Have a clear message**

- **Before starting to write find out**
 - How long should your article be?
 - Is there a house style?
 - Is there a publication deadline?
 - What format should images be in?
 - Size, resolution, file type etc.
 - Do you have the rights to any images you want to use?

- **The first paragraph is all important**
- **Some, if not all, of:**
 - Who
 - What
 - When
 - Where
 - Why
 - How
- **Not necessarily in that order**

- **The “*who*”?**
 - EGEE
 - A collaborating partner
 - A beneficiary – physicists, the elderly etc.

- **The “*what*”?**
 - Likely to be the keystone of your story

- **The “*when*”?**
 - Why now?
 - Is it really news?

- The “*where*”?
 - Obviously important for any event
 - Helps to give the reader context
 - “For the first time in Germany...”
 - “The only in Europe”

- The “*why*”?
 - Benefits of the technical development
 - Applications for the technical development
 - The human aspect

- **The “*how*”?**
 - A novel technical approach?
 - A new delivery method?

- **The “so what?” factor**
 - At least one of who, what, why, when, where or how should answer the question “so what”?
 - Make sure you tell the whole story, and don't leave the end off

- **Summarise key information in the first paragraph**
 - Gives the reader enough information to know if they will be interested
 - Gives the reader enough information to intrigue!
- **Provide background later on**

UK physics funding to be revamped

The way in which the physical sciences are organised and publicly funded in the UK is to be revamped.

The government will create a Large Facilities Council to focus efforts on major projects such as big telescopes and particle physics experiments.

This will merge two existing bodies: the Particle Physics and Astronomy Research Council and the Central Laboratory of the Research Councils.

The government wants the new council to take over by 1 April 2007. It will take responsibility for particle physics, astronomy, space science, nuclear physics, synchrotron radiation, neutron sources and high-power lasers, ...

BBC News website, 25/7/06

- ➔ brief punchy headline summarises the story with a few key words
- ➔ the first paragraph summarises the story, usually by explaining the headline
- ➔ the next couple of paragraphs describe the immediate background, and events leading up to it
- ➔ the rest of the story describes the wider background, the implications etc.

- **Use simple words where you can**
 - Don't say "mobilise" if you can say "move"
 - Don't say "revert back", say "undo"
- **Explain acronyms**
 - Always for the first use
 - Where possible later on for clarity
- **Don't use internal language**
 - NA2, SA1, JRA1, MNA2.2 – all meaningless to an outsider

- **Every sentence must have at least one verb – and this is usually the most important word**
- **Avoid tautology; “a new innovation”**
- **Try not to use a word more than once in a sentence**
- **Don’t start all sentences in a paragraph the same way**

- Don't use redundant words or phrases: “fill *up* the bottle”, “for *the month of* January”, “*close* scrutiny”, “comprise *of*”
- Avoid over complex sentences full of subordinate clauses and phrases, shorter sentences are easier to read
- Keep tenses consistent
- Quotes from people help the reader identify with the story

- **A companion question to “so what?” is “now what?”**
- **Your reader may want more information, to get involved, to come to an event – tell them how.**

Read your own work and ask, “Do I mean what I say, and have I said what I mean?”

ASK!

sarah.purcell@cern.ch



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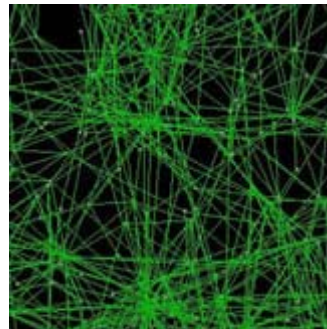
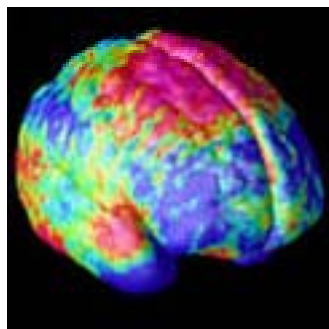
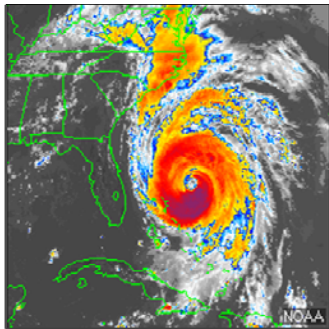
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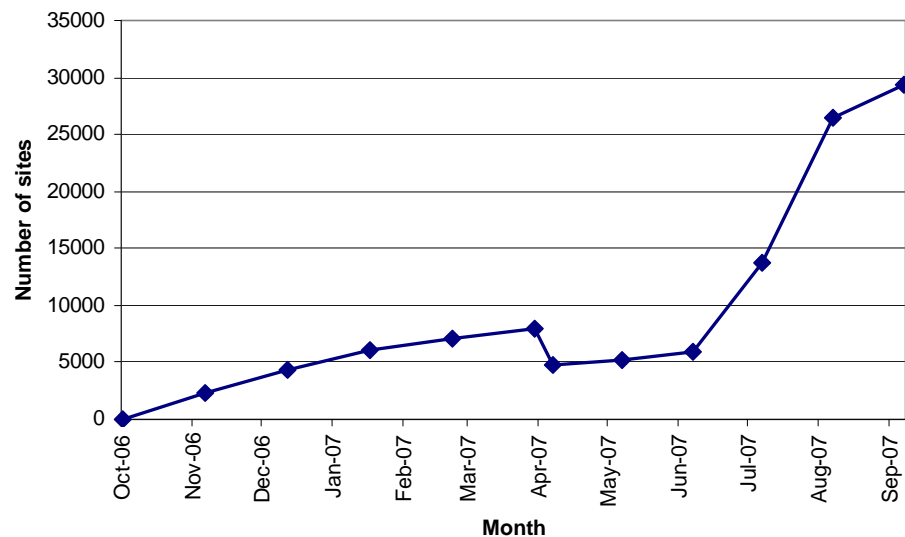
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Grids in the News

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Opinion - Entrepreneurship

Feature - Earth science

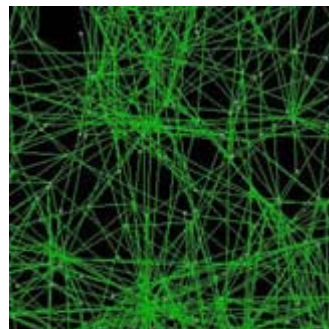
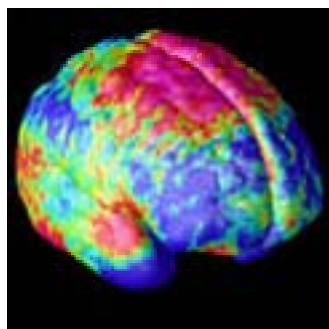
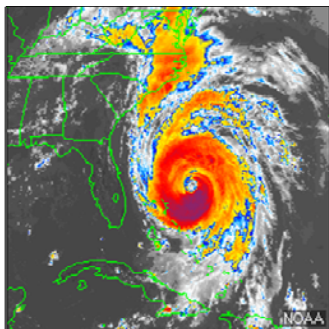
Link of the week

Image of the week

Close the cellular gates

Full Calendar

- July
- 5-6, [Out to the Grid School](#), Rio de Janeiro, Brazil
- 5-6, [EGEE II All-India Meeting](#), Geneva, Switzerland
- 5-7, [International Symposium on Advanced and Combining Languages](#), Hagenberg, Austria
- 8-26, [International Summer School on Grid Computing 2007](#), Harford, Sweden
- 9-12, [2007 International Conference on Grid, Networks and Computational Systems](#), Orlando, U.S.
- 11-14, [Scientific School 2007: Foundations, Technology, Entrepreneurship](#), Brindisi, Italy





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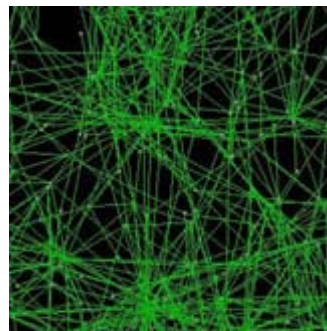
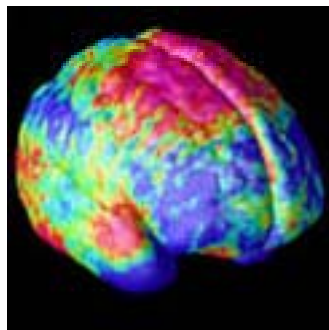
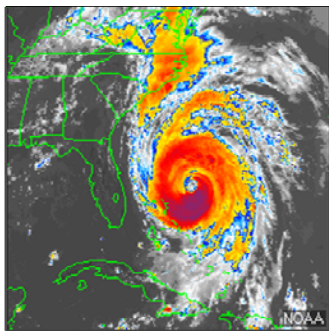
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Cristy Burne
editor@isgtw.org



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