Working with the media

The role of the Public Information Officer

Saeko Okada
Head of PR Section, J-PARC Center/KEK
Media communications

- Why it is important
- What reporters need from you
  - What they report
- How to tell your story
- How PIOs can help
- Global cultural differences
WHY IT IS IMPORTANT
“Science Communication”

Funding
Staff
Campus

media
report
criticize

PIOs

communication
What is “media relations”?

• Building trusting relationships with reporters
  ▪ Fostering mutual understanding, sometimes acting as source of informal advice

• Proactively informing the media of news
  ▪ Eg issuing press releases

• Disseminating the news
  ▪ Interviews by email or phone, face to face, or in front of the camera
Evidence: Paper citations seem to increase when reported in the media

- In 1978, the New York Times went on a strike
- The citations of the papers published in New England Journal of Medicine decreased compared to the normal state

Moderator:
Patty Smink
Gene Review
Smith, Washington

Sponsors:
Hean Oramensky
The Scientist
Philadelphia, Pennsylvania

Ginger Pinhaser
American Association for the Advancement of Science
Washington, DC

Report:
Kathleen Kite-Powell
Emory University
Atlanta, Georgia

Journals commonly produce press releases on a few of their articles. If non-media coverage draws attention to a journal article, most MIs and PAs will read it, increasing the likelihood that they will subscribe, and advertise visibility will increase. These possibilities are important enough that journals are planning services to monitor their presence in the press.

When Ina Oramensky, deputy editor of The Scientist, looked for quantitative proof that increased citations result from extra journal publicity and press coverage, he found only two references: a 1991 Phillips study in the New England Journal of Medicine, cited 79 times, and a 2002 article by Keesman in Science, cited twice; Phillips data, obtained during the 1978 New York Times strike, and summarized in the New England Journal of Medicine articles that had no added public, because the paper was distributed. That content was compared with coverage in a normal period. Publicity was found to be more important than earmarking, much as high citations breed in the first year were absent during the strike period. Keesman's study followed New England Journal of Medicine and other journal articles covered by 2 large newspapers, including the New York Times, and three major television networks. For 503 articles covered, 196 citations resulted; 296 articles without coverage generated 90. Oramensky's answer: Publicity works. If articles have press coverage, a citation is a self-enforcing citation.

Ginger Pinhaser of the American Association for the Advancement of Science (AAAS) published science, and reported that press outreach is important because it enhances the visibility of science, serving the global community. AAAS distributes a weekly newsletter to more than 500 reporters, sends notices to 500 college press officers, and disseminates press releases via EmailAlert (www.EmailAlert.org). Press coverage improves author, subscriber, and association member recruitment; Author recognition increases exposure to future collaborators and funders.

Pinhaser stated that "If a journal article is cited, the editor should consider it for inclusion in the journal's table of contents. This will increase the visibility of the article and potentially increase the number of citations it receives." Journal editors should be encouraged to promote their research and its significance to the public, as this can lead to increased visibility and citations.
WHAT REPORTERS NEED FROM YOU
Science broadens human knowledge or innovates our life!

ex. “T2K presents first CP violation search result” was reported nationwide
Experimental facility is so spectculars!
Scientists are so entertaining and we communicate with the public!

Science cafe

Lectures at schools
HOW TO TELL YOUR STORY
It's not just you: science papers are getting harder to read

Papers from 2015 are a tougher read than some from the nineteenth century — and the problem isn't just about words, says Philip Ball.

30 March 2017

Modern scientific texts are more impenetrable than they were over a century ago, suggests a team of researchers in Sweden. It's easy to believe that.

You can be confident, for example, that if you pick up a random copy of Nature (which has long prided itself on the relative accessibility of its papers), you may find sentences like this in the
Scientists start with the detail....
The media want the entire picture
Scientists like to discuss all details...
Media ask “what’s the point?”
Show the media the background
You are not alone!

HOW PIOs CAN HELP
PIOs will help...

- Build relationships with the media
  - Provide background and identify the key points
- Supplement what you did not say
- Help explain the result without using equations, by metaphor and so on
  - Translate the jargons
- ... in order to open the door and welcome the media to your science!
GLOBAL CULTURAL DIFFERENCES
Paul Modrich


Nobel Prize in chemistry awarded to three scientists
The Nobel Prize in chemistry was awarded to Swedish scientist Tomas Lindahl, American scientist Paul Modrich and Turkish scientist Aziz Sancar for their work on the mechanisms of DNA repair.  Health and science | Oct 7

Nobel Prize in chemistry awarded to American, Swedish and Turkish scientists

Nobel Prize in chemistry shared by American, Swedish and Turkish scientists for DNA repair
The men are honored for their work on DNA repair. Rachel Feltman and Brady Dennis | speaking-of-science | Oct 8,
Takaaki Kajita


ノーベル物理学賞に梶田氏…ニュートリノに質量
ノーベル物理学賞の受賞が決まり、記者会見で笑顔を見せる東京大学宇宙線研究所の梶田隆章所長（6日午後8時45分、東京都文京区の東京大で）＝伊藤紘二撮影 ノーベル物理学賞に梶田氏…ニュートリノに質量 スウェーデン王立科学アカデミーは6日、2015年のノーベル物理学賞を、謎の多い素粒子...
2015年10月06日 22時00分[まとめ読み「NEWS通」]

梶田さんノーベル賞、地元喜び…埼玉
東京大学宇宙線研究所所所長の梶田隆章さん（56）のノーベル物理学賞受賞が決まって一夜明けた7日、母校の埼玉県東松山市立南中学校や県立川越高校などでは、後輩たちが快挙を祝った。東松山市立南中学校では、7日朝から、「ニュース見た？」と生徒たちは梶田さんの話題で持ちきり。午前10時頃、校内マラソン...
2015年10月08日 11時32分[教育]

「賞の重み感じた」ノーベル・梶田教授帰国
ノーベル物理学賞を受賞した東京大学の梶田隆章教授がスウェーデン・ストックホルムでの授賞式を終え、14日午後、日本に帰国し、妻の美智子さんとともに喜びを語った。「大変華やかで、すばらしい授賞式で、改めて賞の重みを感じました」などと述べた＝（C）NNN 2015年12月15日公開 再生回数...
Canadian Nobel Laureate 2015 in Physics. Searches on National Post from Oct. 6 to Dec 10, 2015

Canadian Arthur McDonald co-winner of Nobel Prize in physics for revolutionary neutrino discovery

... 2015 Nobel Prize for Physics. McDonald, and Japanese scientist Takaaki ... change identities. Canadian ArthurB. McDonald ½ #NobelPrize in Physics ...
Postmedia News filesApril 11, 2008: Arthur B. McDonald with then-Governor General ...
National Post - Tuesday. Oct. 6, 2015
Sir John Gurdon


British scientist Sir John Gurdon wins Nobel prize – video | Science ...

Oct 7, 2012 ... British scientist Sir John Gurdon wins the Nobel prize in physiology or medicine. He shares it with Shinya Yamanaka from Japan for their work ...

Nobel prize in physiology or medicine 2012: as it happened ...

Oct 7, 2012 ... Sir John Gurdon has issued a statement on his Nobel prize win: ... Sir John Burn, professor of clinical genetics at Newcastle University said the ...

Did teachers write you as bad a school report as this Nobel ...

Oct 8, 2012 ... British developmental biologist Sir John Gurdon was told in school report that his ambition to become a scientist was ridiculous. Photograph: ...
Different cultures, different reportage

- Japanese treat Nobel Laureate as almost royal
  - Even the details of private matters
- British media reports private matters a little
- North American media does not report private matters

Media reflects the culture in which they operate

* Background in Japan:
  A newspaper home delivery system
  = media has to target everybody
Please keep in mind...

Don’t worry, PIOs are with you!