

Working with the media

The role of the Public Information Officer

Saeko Okada

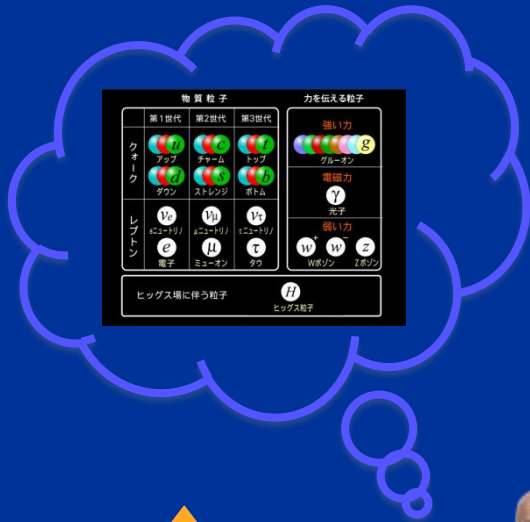
Head of PR Section, J-PARC Center/KEK

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”



media
report
criticize

PIOs



Funding
Staff
Campus



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

Annual Meeting Reports

Does Press Coverage of Journal Articles Really Matter?

Moderator:
Patty Baskin
GameReviews
Seattle, Washington

Speakers:
Ivan Oransky
The Scientist
Philadelphia, Pennsylvania

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

Reporter:
Kathleen Kite-Powell
Emory University
Atlanta, Georgia

Journals commonly produce press releases on a few of their articles. If mass-media coverage draws attention to a journal article, more MDs and PhDs will read it, increasing the likelihood that they will subscribe, and advertiser visibility will improve. Those possibilities are important enough that journals use clipping services to monitor their presence in the press.

When Ivan Oransky, 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 Kiernan in *Science Communication*, cited twice. Phillips's data, obtained during the 1978 *New York Times* strike, used earmarked *New England Journal of Medicine* articles that had no added publicity, because the paper wasn't distributed. That control was compared with coverage in a normal period. Publicity was found to be more important than earmarking, inasmuch as high citation levels in the first year were absent during the strike period. Kiernan's study followed *New England*

Journal of Medicine and other journal articles covered by 2 dozen newspapers, including the *The New York Times*, and three major television networks. For 563 articles covered, 116 citations resulted; 2092 articles without coverage generated 90. Oransky's answer: Publicity works. If articles have press coverage, a citation add-on effect often results.

Ginger Pinholster, of the American Association for the Advancement of Science (AAAS), publisher of *Science*, said that press outreach is important because its mission is to foster communication that advances science, serving the global community. AAAS distributes a weekly tipsheet to more than 5000 reporters, sends notices to 350 collegiate press officers, and disseminates press releases via *EurekAlert!* (www.EurekAlert.org). Press coverage improves author, subscriber, and association-member recruitment. Author recognition increases exposure to future collaborators and funders. Paleontologist Matt Lamanna was quoted regarding funding and the effect on his dean and institution: "I chalk up a lot of my success to that [first graduate] paper and its press coverage."

Mainstream print science journalism is declining, said Pinholster. When BBC-Reuters polled adults globally, 82% considered national television their most trusted news source. Continued declines in US readership have spawned newspaper layoffs. Many have completely dropped science and medical writers. According to environmental reporter Andrew Revkin, *The New York Times* is the last remaining refuge for US science journalists. But not all print is dying. US Spanish-language dailies recently passed a circulation of 1.7 million. No circulation problems exist overseas, nor are they likely in such hotspots as China, with 200,000 science graduates (versus 50,000 in the United States). Because foreign papers could increase press outreach, AAAS now translates press packages.

In 2005, Pinholster charted story counts against citations of journal articles covered by National Public Radio, *The New York Times*, and ABC-TV. *The New York Times* had the highest story count, doubling citations. For two studies covered in all three media, citations had a 10-fold increase. Medical subjects get the biggest press pickup and the most citations. Eysenbach (*PLoS Biology*, May 2006) compared 1280 non-open-access with 212 open-access articles. The latter were twice as likely to be cited. Pinholster concluded that *New York Times* placement remains prestigious, but television and Internet ties are increasingly productive.

Pinholster observed that many "hot papers" do not have headline themes; "even if not publicized, a paper is not doomed to obscurity." Several-fold increases in journal article downloads occur for only some press releases. Thus, article content matters. The audience noted that "editor's choice" sections in journals might increase citations. Pinholster stated that "credible or extensive press coverage seems to help boost citations for meritorious papers simply by making the work more accessible."

Oransky said that because 25% of conference presentations are not published, conference coverage is "too much, too soon" (Schwartz, Woloshin, and Bacek, *JAMA* 2002). Responding to questions on broadcast journalism and spin, Pinholster admitted that AAAS chooses contacts carefully. Second-tier media or public television could provide more than the 3-minute sound bite. Oransky said that in deciding whether to trust press releases, one must consider the source. Finally, reporters might not use press releases, because they don't offer a scoop. Many reporters don't even read the journal articles. Oransky quipped, "If you really want to have a horrible day, read my inbox." ☹

- 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

WHAT REPORTERS NEED FROM YOU

Science broadens human knowledge or innovates our life!

ニュートリノ変化に差

兆候確認 宇宙形成 解明へ道 国際チーム

ニュートリノは、素粒子の一種で、質量が非常に小さい。ニュートリノは、物質と相互作用が非常に弱いため、宇宙空間を自由に移動できる。ニュートリノは、太陽や恒星から大量に放出され、地球に到達している。ニュートリノは、物質と相互作用が非常に弱いため、宇宙空間を自由に移動できる。ニュートリノは、太陽や恒星から大量に放出され、地球に到達している。

「CP対称性の破れ」示唆

T2K実験 解明に一步

CP対称性の破れは、物質と反物質の数の差を生み出す原因とされている。T2K実験は、ニュートリノの振動を観測することで、CP対称性の破れを示唆している。

宇宙が物質に満ちたのはなぜか

ニュートリノ 性質の差が鍵

高エネ研など 実験で観測

現在の宇宙は物質で満たされた。なぜか、物質と反物質の数が釣り合っていない。ニュートリノの性質の差が鍵となる。高エネ研などによる実験で観測された。

物質起源のカギ

兆候データ観測

物質と反物質の数の差を生み出す原因とされている。兆候データ観測は、物質起源のカギとなる。

ニュートリノでも「対称性の破れ」か

高エネ研データ蓄積へ

ニュートリノでも対称性の破れが観測された。高エネ研データ蓄積への取り組みが注目されている。

「反物質」消滅の新証拠か

高エネ研など ニュートリノ実験で初観測

反物質を消滅させるT2K実験。高エネ研などによるニュートリノ実験で初観測された。

反物質消滅の謎解く現象

ニュートリノでも兆候

反物質消滅の謎を解く現象として、ニュートリノでも兆候が観測された。

ex. "T2K presents first CP violation search result" was reported nationwide

Experimental facility is so spectacular!

時事ドットコムニュース > 社会 > 新型の粒子検出器を搬入=高工ネ研の加速器-茨城



新型の粒子検出器を搬入=高工ネ研の加速器-茨城

スマホ 料金 比較 表



高エネルギー加速器研究機構（茨城県つくば市）の大型加速器「スーパーKEKB（ケックビー）」で13日、さまざまな粒子を捉える新型の「中央飛跡検出器」（CDC）が搬入された。

スーパーKEKBは、1周約3キロの円形加速器。電子と陽電子を加速して衝突させ、さまざまな粒子の崩壊現象を観測することで、未知の粒子や新しい物理現象の発見を目指す。1999年に始まったKEKB実験では、宇宙誕生時に存在した「反物質」が消えた謎に迫る成果を挙げ、2008年の小林誠、益川敏英両博士のノーベル物理学賞受賞に貢献。スーパーKEKBで、衝突頻度が40倍に引き上げられ、CDCも更新された。

CDCは直径約2.2メートル、重さ約500キロの円筒形。内部に約5万6000本の微細な金属ワイヤを張り巡らせており、電子と陽電子が衝突して生じた粒子の飛跡を検出し、粒子の種類や特徴に関する情報を集め



クレーンでつり上げられ、高エネルギー加速器研究機構の加速器「スーパーKEKB」に搬入される新型の「中央飛跡検出器」=13日午前、茨城県つくば市の同機

宇宙初期素粒子現象再現へ

加速器搬入開始

高エネルギー加速器研究機構（高工ネ研）は、13日午前、茨城県つくば市の高エネルギー加速器研究機構（高工ネ研）の大型加速器「スーパーKEKB」で、新型の中央飛跡検出器（CDC）を搬入した。CDCは直径約2.2メートル、重さ約500キロの円筒形。内部に約5万6000本の微細な金属ワイヤを張り巡らせており、電子と陽電子が衝突して生じた粒子の飛跡を検出し、粒子の種類や特徴に関する情報を集める。CDCは、高エネルギー加速器研究機構（高工ネ研）が、宇宙誕生時に存在した「反物質」が消えた謎に迫る成果を挙げ、2008年の小林誠、益川敏英両博士のノーベル物理学賞受賞に貢献。スーパーKEKBで、衝突頻度が40倍に引き上げられ、CDCも更新された。

新型の中央飛跡検出器

高エネルギー加速器研究機構（高工ネ研）は、13日午前、茨城県つくば市の高エネルギー加速器研究機構（高工ネ研）の大型加速器「スーパーKEKB」で、新型の中央飛跡検出器（CDC）を搬入した。CDCは直径約2.2メートル、重さ約500キロの円筒形。内部に約5万6000本の微細な金属ワイヤを張り巡らせており、電子と陽電子が衝突して生じた粒子の飛跡を検出し、粒子の種類や特徴に関する情報を集める。CDCは、高エネルギー加速器研究機構（高工ネ研）が、宇宙誕生時に存在した「反物質」が消えた謎に迫る成果を挙げ、2008年の小林誠、益川敏英両博士のノーベル物理学賞受賞に貢献。スーパーKEKBで、衝突頻度が40倍に引き上げられ、CDCも更新された。

新型加速器の測定器 組み立て工程公開

高工ネ機構

高エネルギー加速器研究機構（高工ネ研）は、13日午前、茨城県つくば市の高エネルギー加速器研究機構（高工ネ研）の大型加速器「スーパーKEKB」で、新型の中央飛跡検出器（CDC）を搬入した。CDCは直径約2.2メートル、重さ約500キロの円筒形。内部に約5万6000本の微細な金属ワイヤを張り巡らせており、電子と陽電子が衝突して生じた粒子の飛跡を検出し、粒子の種類や特徴に関する情報を集める。CDCは、高エネルギー加速器研究機構（高工ネ研）が、宇宙誕生時に存在した「反物質」が消えた謎に迫る成果を挙げ、2008年の小林誠、益川敏英両博士のノーベル物理学賞受賞に貢献。スーパーKEKBで、衝突頻度が40倍に引き上げられ、CDCも更新された。

Scientists are so entertaining and we communicate with the public!



← Science cafe



Lectures at schools →

HOW TO TELL YOUR STORY

NATURE | COLUMN: MUSE



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Richard Haughton

Philip Ball

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

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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

The power of numbers



The mathematicians who want to save democracy

With algorithms in hand, scientists are looking to make elections in the United States more representative.

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nature MIDDLE EAST
Emerging science in the Arab world

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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

American Nobel Laureate 2015 in Chemistry. Searches on Washington Post from Oct.7 to Dec. 10, 2015

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

Swedish scientist Tomas Lindahl, U.S. scientist Paul Modrich and U.S.-Turkish scientist Aziz Sancar won for their work on the mechanisms of DNA repair. Health-Environment-Science | Oct 7



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

Japanese Nobel Laureate 2015 in Physics. Searches on Yomiuri shinbun from Oct. 6 to Dec. 10, 2015

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...



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 ...



22 2015年12月15日[動画]

Arthur B. McDonald

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 **Arthur B . McDonald** ½ #NobelPrize in Physics ...
Postmedia News files April 11, 2008: **Arthur B . McDonald** with then-Governor
General ...

National Post - Tuesday. Oct. 6, 2015

Sir John Gurdon

British Nobel Laureate 2012 in Medicine . Searches on The Guardian from Oct. 6 to Dec 10, 2012

[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 ...](#)

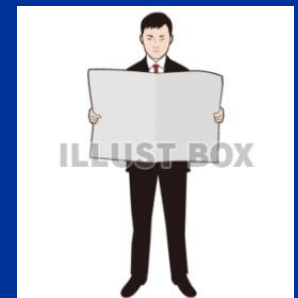
Oct 8, 2012 ... [British developmental biologist Sir John Gurdon was told in school report that his ambition to become a scientist was ridiculous. Photograph: ...](#)

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...

