

MEDIA ACTIVITIES

SCIENCE IN THE MEDIA:

- ▶ Which topics made it into the media?
- ▶ How are they being presented?
 - BBC & Guardian
 - CNN & New York Times
 - National and regional programs
 - Online media: Social networks, You Tube, AMA, ...
- ▶ Conclusions for communications

MEDIA

- ▶ What kind of media do you use?
- ▶ What grabs your attention?
- ▶ How do you get your information about politics, culture, economy, sciences (other than your field)?
- ▶ How much time do you spend with this?

TEXT

CHANGE PERSPECTIVE



How classic media works - a typical day

Main questions:

How relevant is the suggested topic?

What is the schedule? When is the press conference? Can the article / piece be finished in time?

Do we have embargoed information? Are we already prepared?

Are there good interview partners?

Is footage/b-roll available? Illustrations? Sound files?

MEDIA ACTIVITIES

- Identify topics and develop a schedule for press and social media activities.
- Prepare press kit.
- Prepare yourself for interviews.
- Inform media and keep them updated.
News briefings, background conversations, ...
- Social media feed.
- Cooperation and coordination, amplify information.



Compilation of materials for press kit (and other activities)

Text modules, illustrations, animations
Experts for interview requests

- Phases of the project and timeline
- Science
- Technology
- Data Analysis
- The international collaboration
- Boilerplate

Opportunities for Media Activities

- ▶ Milestones of the project
- ▶ Milestones in all areas
- ▶ Scientific results
- ▶ Regional, national, European, international aspects
- ▶ Create opportunities
- ▶ Contracts to be signed
- ▶ Collaboration with industrial partners

Media Activities

- Getting and staying in touch with journalists
- Press information
- Press release
- Press conference / Media briefings
- Press tour
- Social Media

PREPARE FOR FAQs

What is your research about?

What are the next steps / milestones?

What is your / your group's / your institute's / your university's role?

Who is involved?

Who funds your research? What are the financial risks?

Why is it important?