

Presentation by

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Disseminating research through the media

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**UWE
Bristol**

University
of the
West of
England

WORLD EXCLUSIVE
 First glimpse of huge new art show - news and pictures inside.

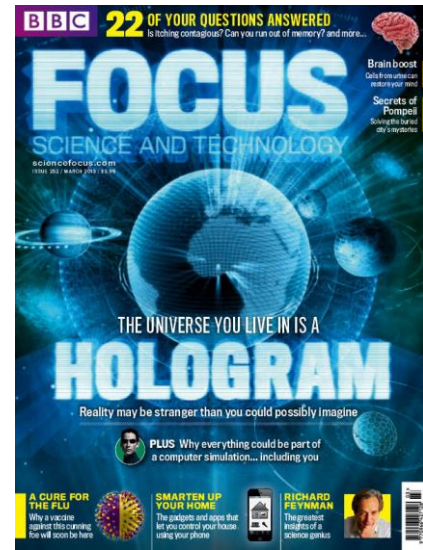
Banksy unveils Tropicana show



“ I loved the Tropicana as a kid, so getting to throw these doors open again is a real honour. I hope everyone from Weston will take the opportunity to once more stand in a puddle of murky water eating cold chips to the sound of crying children.”
 Banksy

Dismaland.
 Bemusement Park

1,000 FREE tickets for tomorrow's exhibition launch available **ONLY** through today's Mercury.



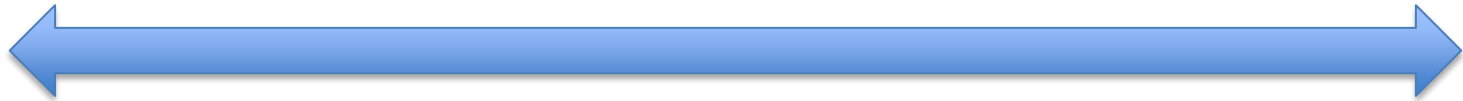
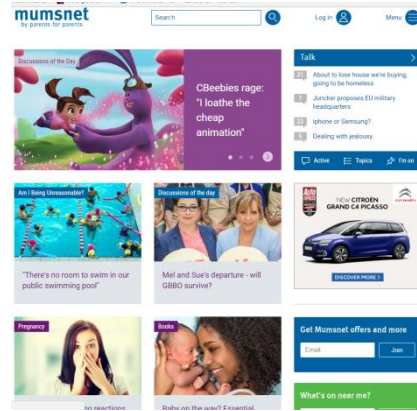
In this session

- Types of media
- Why communicate your research?
- What makes a good story?
- Basic principles of communicating your research
- Pitching your story

Types of media



Spectrum of specialism (in terms of breadth of science covered)

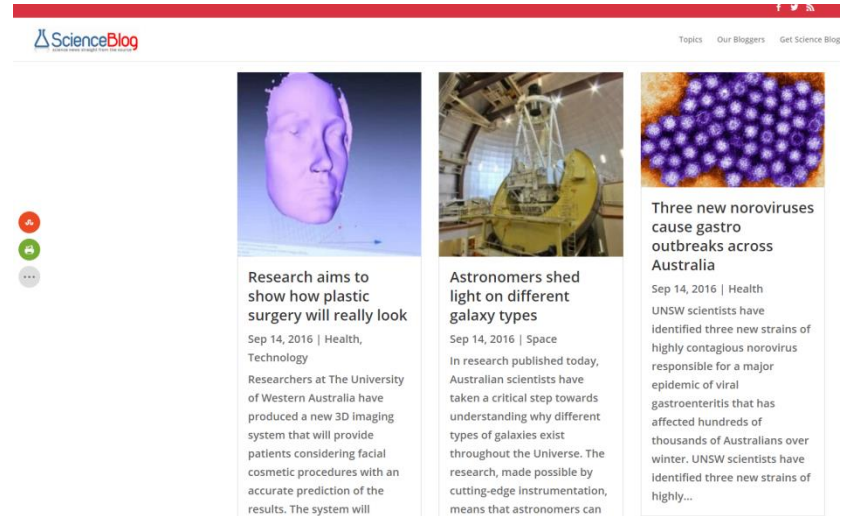


More specialist

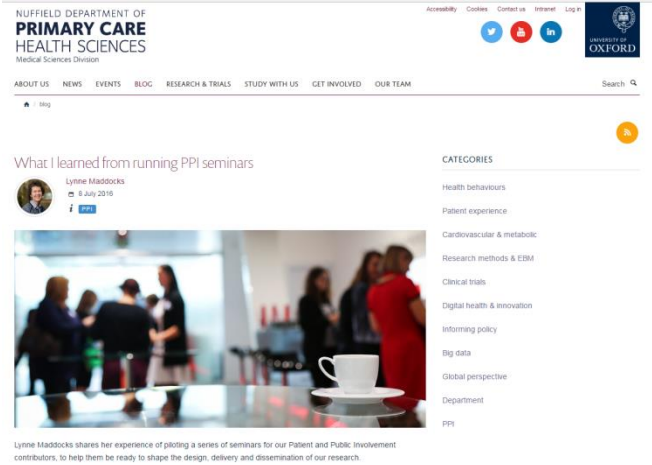
Less specialist



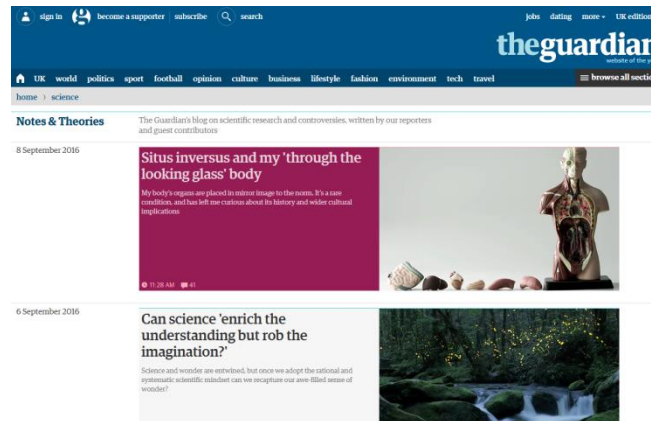
There are also blogs...



The ScienceBlog website features a red header with the ScienceBlog logo and navigation links for Topics, Our Bloggers, and Get Science Blog. The main content area displays three article cards. The first card, titled 'Research aims to show how plastic surgery will really look', includes a 3D facial scan image and text dated Sep 14, 2016. The second card, 'Astronomers shed light on different galaxy types', features an image of a telescope and text dated Sep 14, 2016. The third card, 'Three new noroviruses cause gastro outbreaks across Australia', shows a microscopic view of viruses and text dated Sep 14, 2016. A vertical sidebar on the left contains social media icons and a 'Blog' button.



This screenshot shows a blog post from the Nuffield Department of Primary Care Health Sciences. The header includes the department name, a search bar, and social media links. The article title is 'What I learned from running PPI seminars' by Lynne Maddocks, dated 8 July 2016. A large image shows a group of people in a meeting. A sidebar on the right lists categories such as Health behaviours, Patient experience, and Research methods & EBM. A caption below the image states: 'Lynne Maddocks shares her experience of piloting a series of seminars for our Patient and Public Involvement contributors, to help them be ready to shape the design, delivery and dissemination of our research.'



The Guardian's 'Notes & Theories' blog section features a blue header with navigation links and the Guardian logo. The main content area displays two article cards. The first card, dated 8 September 2016, is titled 'Situs inversus and my 'through the looking glass' body' and includes an image of a human torso with internal organs. The second card, dated 6 September 2016, is titled 'Can science 'enrich the understanding but rob the imagination?' and includes an image of a forest stream.

But why do this?

1. Raise awareness among patients
2. Raise awareness among healthcare professionals
3. Encourage a dialogue with patients
4. Raise profile both within and outside the scientific community
5. Attract interest in collaboration
6. Inform policy
7. Demonstrate the *impact* of your research



The screenshot shows the Research Councils UK website. At the top left is the logo and text "RESEARCH COUNCILS UK". To the right is a search bar with the text "search" and a "Search" button. Below the search bar is a dark blue navigation menu with the following items: Home, Funding, Research, Innovation, Skills, Public Engagement, News, Events and Publications, and About Us. The "About Us" item is selected, and a dropdown menu is visible. The dropdown menu contains two sections: "ABOUT THE RCUK PARTNERSHIP" with links for RCUK Ambition, RCUK Aims & Organisation, Delivery Plan, and Contact Us; and "ABOUT THE INDIVIDUAL RESEARCH COUNCILS" with links for Activities, Government funding, Governance, and Research Funding across UK regions. Below the navigation menu, the page title is "Public Engagement as a Pathway to Impact". The main content area begins with the text: "Working together with our research communities and other partners, we want to encourage researchers about how they will achieve excellence with impact and to explore the pathways for realising the impact of their research. This includes the production of Impact Summaries, Impact Summaries and Pathways to Impact (formerly known as Impact Plan) within the assessment process aims to aid this." Below this is a bolded question: "Can public engagement activities be regarded as pathways to potential economic and societal benefits?" followed by the answer: "Yes, provided that you clearly articulate and explain the specific contribution from these activities to the economy, society or the environment." The final sentence reads: "Engaging the public with your research can improve the quality of research and its impact, raise your profile, attract interest in collaboration, inform policy, and demonstrate the impact of your research."

Some basic principles

Some **simplification** is necessary

Some **explanation** is necessary



Some **dramatization** is necessary

You need to find the '**story**', '**angle**', or '**hook**'

A good hook will...

- Get straight to the **most important/interesting point** straight away
- Say something **counterintuitive**
- Tell the **'human' side** of the story (particularly with healthcare)
- **Intrigue** your reader
- Be **timely**
- Be **succinct**

It should also be the **first thing** you tell your reader...



What's the hook for your research?

**'Sell' your research in 25
words or fewer**

Introducing the inverted pyramid



Think about your audience

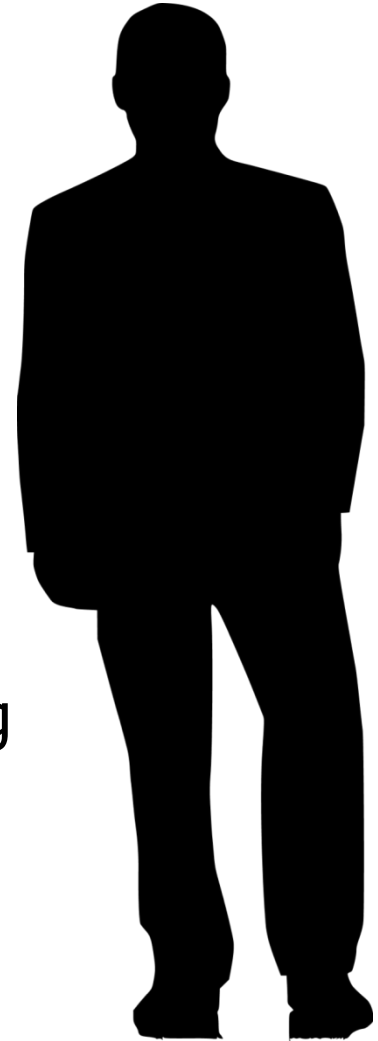
The best way to write for a specific audience is to **build as clear a picture** as possible of someone from that audience...



...imagine you're **having a conversation** with them.

Key factors to consider about your audience

- How much will they **know about this subject?**
- What are their **interests** (professional or private) and frames of reference likely to be?
- How capable will they be of understanding **complex material?**



Pitching your story

Anatomy of a pitch

Length – typically no more than **150 words**

Style – write **in the style of the publication you're pitching to** and include a headline (but always make it lively!)

Questions to answer in your pitch:

1. What's the story about? (This is your **'hook'**)
2. Why would these readers be interested in it?
3. Why should this story be covered now?
4. What's the 'payoff' from this research?

The screenshot shows the New Scientist website. At the top, the 'New Scientist' logo is on the left, and navigation links for 'HOME', 'NEWS', 'TECHNOLOGY', 'SPACE', 'PHYSICS', 'HEALTH', 'EARTH', 'HUMANS', 'LIFE', 'TOPICS', 'EVENTS', and 'JOBS' are in the center. On the right, there are links for 'SUBSCRIBE AND SAVE 44%', 'MANAGE MY ACCOUNT', 'STUDENT', 'SCHOOLS AND UNIVERSITIES', and 'GIVE A GIFT'. Below the navigation is a 'SUBSCRIBE' button and a search bar. A 'Sage Accounting' advertisement is visible, with the text 'Discover the right accounting solution for you' and a 'Find your solution' button. Below the ad is a blue banner for 'New Scientist Live: Show starts next week! Book tickets to our festival of ideas and discovery - 22 to 25 September in London'. The main content area is titled 'Guide for freelancers' and contains text about the magazine's editorial standards and submission guidelines. A 'Find out now' button is visible on the right side of the page.

Write a pitch for an editor
about your research

A final thought...

“Anyone who believes they can present **complexity** and make it **understandable** is **smoking crack.**”

Malcolm Gladwell

Slashdot, 2014



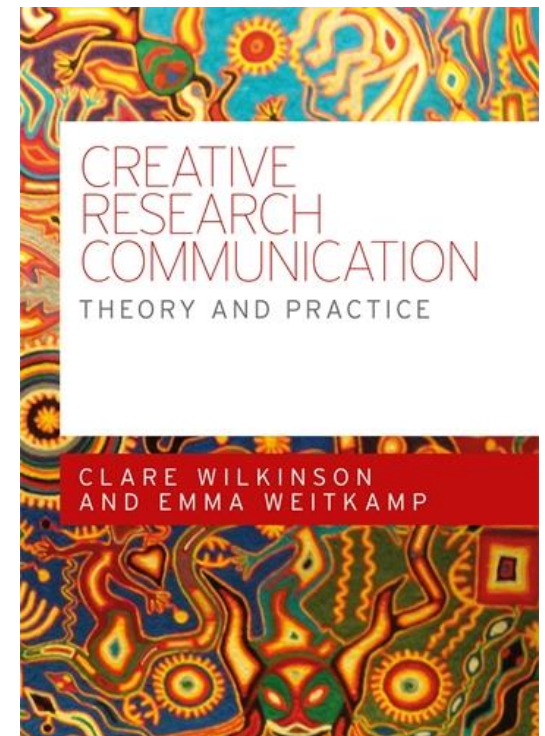
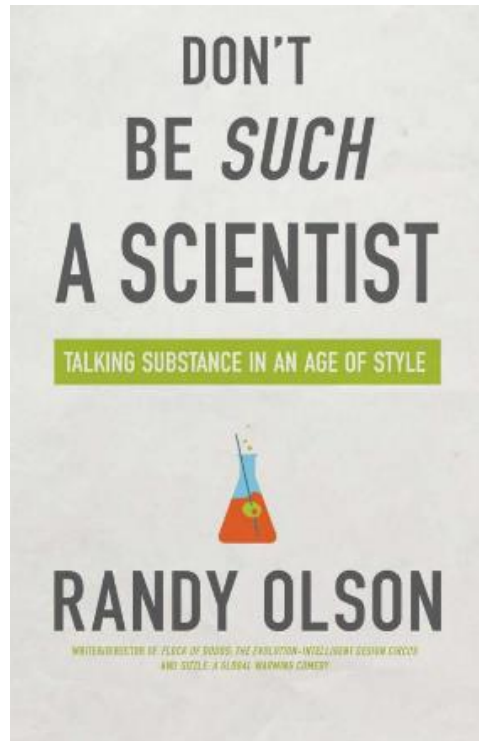
...or perhaps this one's better!

“A good explanation achieves a happy medium between too little and too much [detail]”

Carl Zimmer refers to what he describes as the 'science writer's dilemma'



If you'd like to know more



Thank-you!



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