Engaging with the Media

*The quick version!*

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NCSE Webinar
February 27, 2014
Different styles of communication

- **Background**
- **Supporting Details**
- **Results/Conclusions**

**SCIENTIST**

**PUBLIC**

- **Bottom-line**
- **So What?**
- **Supporting Details**
The “post-print” era

Credit: Nieman Journalism Lab, Harvard University
The TV landscape – 1985
The TV landscape – now

...and hundreds more!
Audiences Turn to Web

Percentage Change in Audience, 2009-2010

17.1%

Online

Local TV -1.5

Network -3.4

Newspaper -5.0

Audio -6.0

Magazines -8.9

Cable -13.7

Pew Research Center’s Project for Excellence in Journalism
2011 State of the News Media
The reporter’s job

• Consult sources
• Weigh evidence, use most relevant
• Please editor/producer
• Write own style
• Write/produce it short, fast
Your job

- Share credible, accurate info
- Be accessible at scheduled time
- Prepare for questions
- Plan your message
Preparing your message

• Audience: “What’s in it for me?”
• What’s the bottom line?
• Support with facts, examples, stories
Keys to a good interview

- Jargon is the enemy
- Illustrate your point
- Important points come first
- Stick to what you’d be comfortable hearing back later
- Be confident – you are the expert
“You do not really understand something until you can explain it to your grandmother.”

-- Albert Einstein
We need you!

- Scientists, engineers, educators and members of the community who can effectively communicate and engage with the public, media, and policymakers on science issues.
Identifying opportunities

- Colleagues
- Campus organizations
  - Office of University Communications
- AAAS online
  - Communicating Science
  - Center for Public Engagement with Science and Technology
  - Engaging Scientists and Engineers in Policy (ESEP) [www.aaas.org/esep]
Communication resources

www.aaas.org/communicatingscience

• Media tips and suggestions from top science reporters
• Video from workshops covering topics such as engaging with journalists and utilizing social media
• Information about AAAS communicating science workshops
• Resource articles, websites, and more!