



Managing water scarcity in European
and Chinese cropping systems

SHui science communication webinar

Public Dissemination of Scientific Research
PRESS RELEASES

Speaker: Isabel Mendoza Poudereux, based on an original idea of Prof Carolina Moreno (University of Valencia)



This project is co-funded by the European Union
Project: 773903



This project is co-funded by the Chinese Ministry of Science &
Technology under CFM (China-EU Co-Funding Mechanism)

THE SCIENCE NEWS CYCLE

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Start Here

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Spain: agencia EFE
UK: Reuters
Czech Republic: News Agency
Austria: Austria Press Agency
China: Either China News Service or Xingua

Science News Organizations

- Eurekalert
- Science Daily



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Start Here

Your Research

Conclusion: A is correlated with B ($p=0.56$), given C, assuming D and under E conditions.

...is translated by...

UNIVERSITY PR OFFICE

(YES, YOU HAVE ONE)

FOR IMMEDIATE RELEASE:
SCIENTISTS FIND
POTENTIAL LINK
BETWEEN A AND B
(UNDER CERTAIN CONDITIONS).

...which is then
picked up by...

NEWS WIRE ORGANIZATIONS

A CAUSES B, SAY
SCIENTISTS.

...who are
read by...

THE INTERNETS

Scientists out to kill us again
POSTED BY RANDOM DUDE

Comments (377)

OMG!! kneew it!!!
WTH???????

Social Media And Internet



YOUR GRANDMA

...eventually
making it to...

WHAT YOU DON'T
KNOW ABOUT "A"...
CAN KILL YOU!
MORE AT 11...



LOCAL
EYEWITNESS
NEWS

...and caught
on...

CNC Cable NEWS

We saw it on a Blog!

A causes B all the time
What will this mean for Obama?

BREAKING NEWS BREAKING NEWS BREA

...then noticed by...



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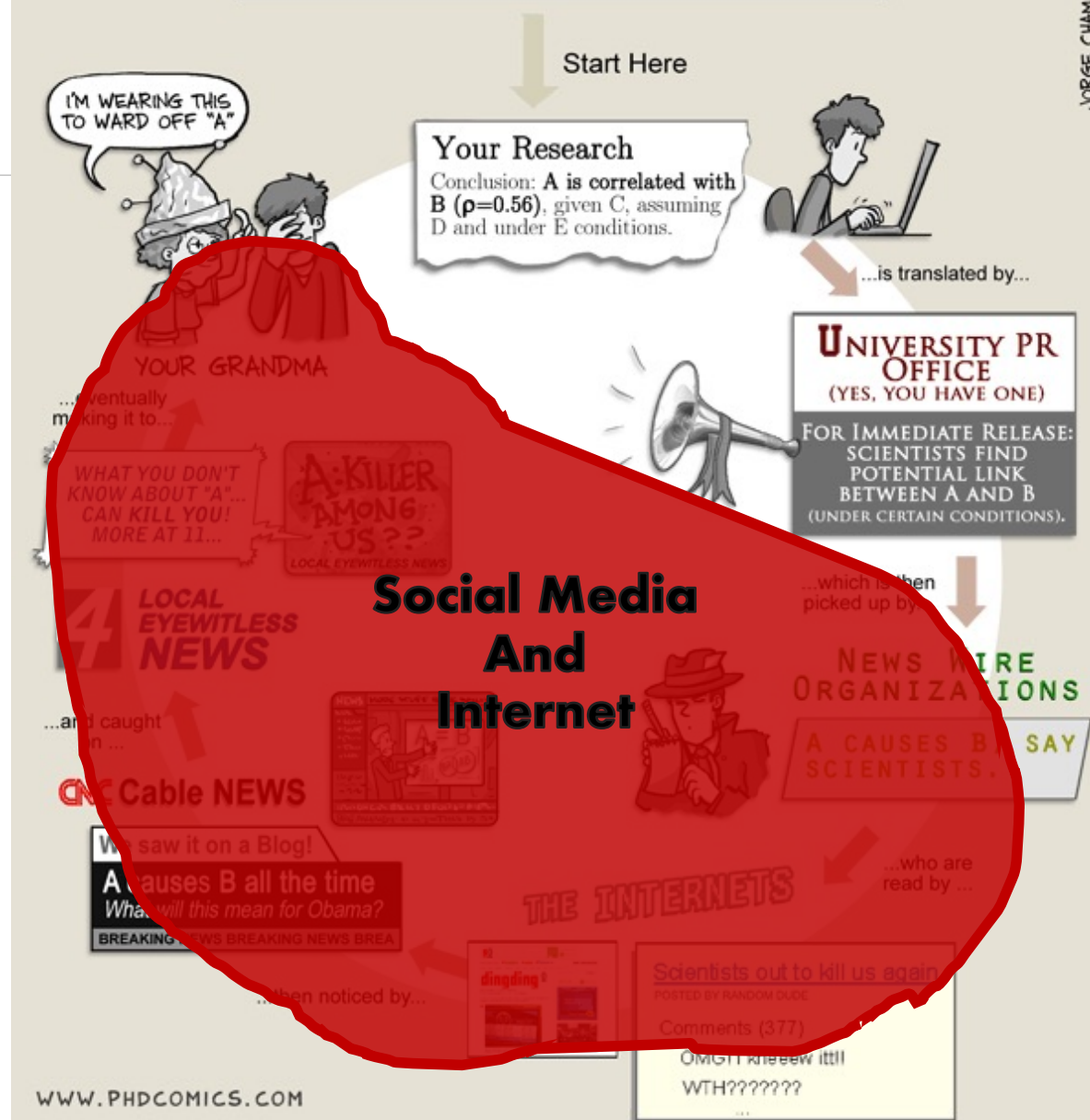
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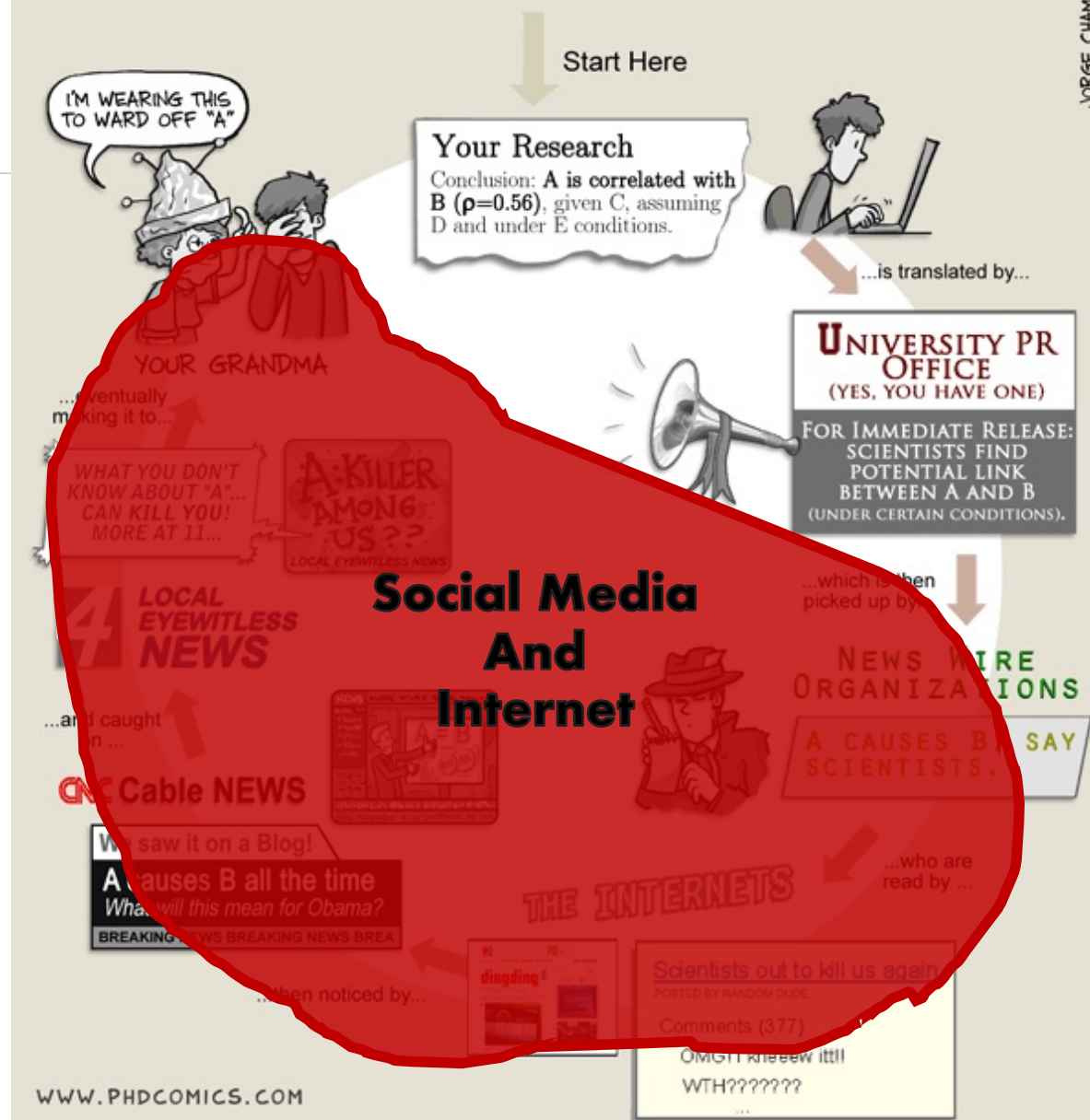
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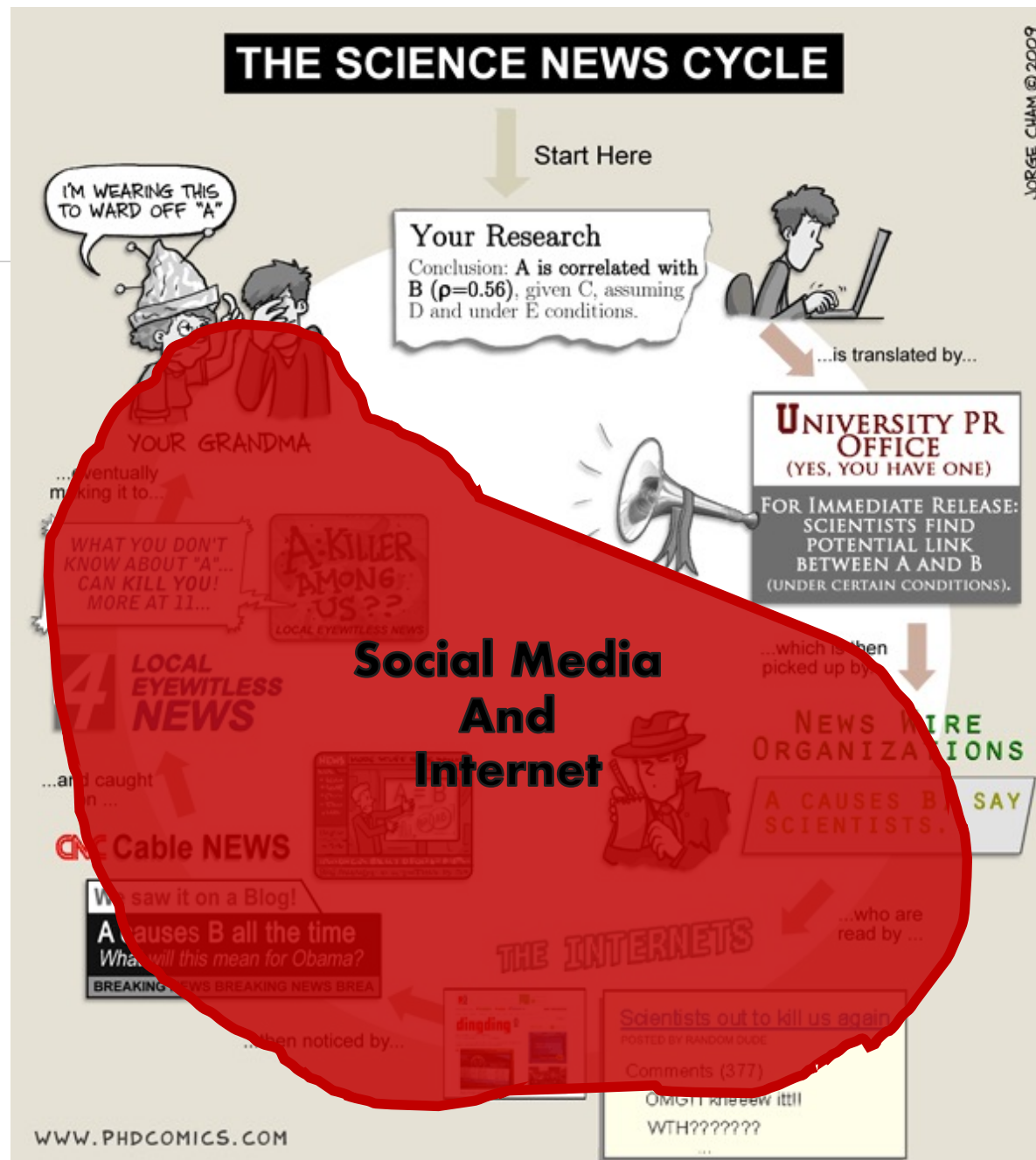
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Press releases



Managing water scarcity in European
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A press release is an official and informative communication statement that provides answers to the 5W+1H questions (what, where, when, why, who, how). It reads like a brief news story, with key information at the top and additional details and background information further down.

It is a vital piece of science communication that potentially connects the content of a scientific paper/research/project with the general public. It acts like a teaser to attract attention and **encourage journalists** to cover a story.



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Press releases

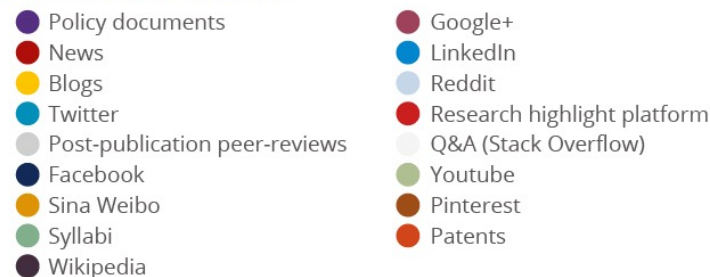


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The Colors of the Donut



Altmetric



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Press releases



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Key elements

1. **Embargo:** journalists can't publish a story until a certain date and time – that is, when a paper is published online or a study is presented at a conference.
2. **Headline:** This sums up the story in one line and serves to catch the eye of the journalist.
POTENTIAL TWEET!
3. **Introduction:** The opening paragraph is crucial and needs to get the '5 Ws'
4. **Context:** Use the rest of paragraphs (max 4 in total) to expand and give details about the study with key facts and figures.
5. **Quotes:** Comments from authors (and/or external) collaborators add credibility and bring a story to life. They need to be short, punchy statements in plain, but engaging language.
6. **Notes to Editors:** This section provides background information (link to paper, video and images, contact details, 'about us' paragraph)

Information adapted from "Promoting your research" guide, from the "Guides to Better Science" series by the "British Ecological Society" (available at <https://www.britishecologicalsociety.org/publications/guides-to/>)



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Press releases

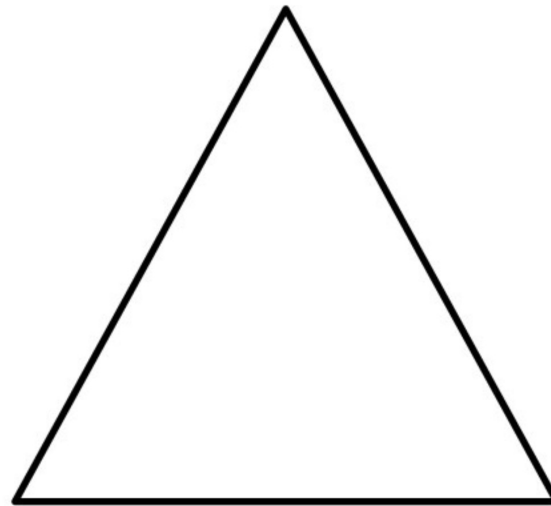


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Inverted pyramid

Academic publication

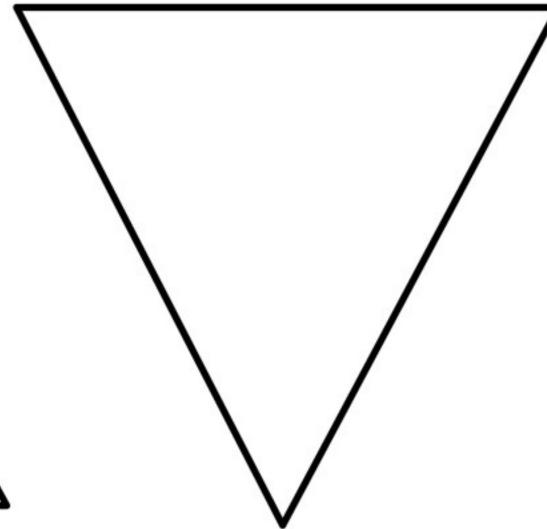
Background



Results

Publication for the press

Results



Background

From more to less interesting, new, attractive...

From <https://www.slideshare.net/GlobalPlantCouncil/science-communication-workshop-at-pbe2021>



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Press releases

Choose a catchy title that could potentially be used as a short social media post, less than 180 characters long

#remember #to #include #meaningful #keywords

Show **WHY** your post/research is interesting in the very first paragraph. After the **WHY/WHEN/WHERE**, explain, **HOW**, **WHAT** and of course if applicable, the **WHO**. Think the first paragraph is also potentially sharable in social networks such as Facebook, Instagram or LinkedIn. Give your best here!

Paragraph 1

Take always into account your audience to adequate the vocabulary used. In case you want to reach the general public, try to avoid the scientific jargon only meaningful for fellow scientists.

Paragraph 2

Include subheaders, this will ease your SEO and will make text easier to read

Subheader

In your texts, **when possible**:

- include external and internal links, this will
- **display data as lists**, makes texts easier
- use bold letters to enhance important bits

help your SEO
to read
and attract the eyes of readers

Paragraph 3

Keep the post short, just 4 paragraphs, less than 1.000 words. Make sure your paragraphs are concise, just 5 lines long.

Paragraph 4

References

In the case of blog posts, include just a few references, do not overwhelm the reader with tones of bibliography. In this EXAMPLE, I used:

1. R. Gleadow "Getting hear: impactful knowledge exchange" Global Plant Council blog.
2. PUS Journal social media guidelines

Bibliography



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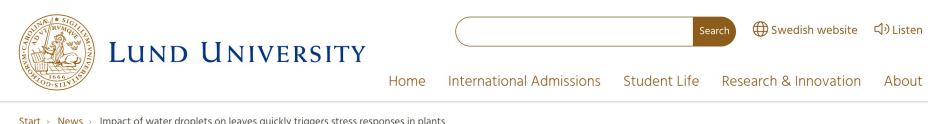
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Press releases



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Alex Van Moerkercke et al. A MYC2/MYC3/MYC4-dependent transcription factor network regulates water spray-responsive gene expression and jasmonate levels, *Proceedings of the National Academy of Sciences* (2019). DOI: 10.1073/pnas.1911758116



Impact of water droplets on leaves quickly triggers stress responses in plants



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Ten steps for your paper become a successful science story

- As a author

- Author's reputation
- Expertise on specific topic
- Authenticity
- Visibility (Web, Twitter, Facebook)
- Deep citizen engagement

- As a science story

- Current issue in the public sphere
- Closeness
- Newness
- Truthfulness
- Human interest



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Checklist for science stories

Newsworthiness



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- ☐ **Reputation** Who are the authors? Are they and/or their institutions relevant?
- ☐ **Expertise** Is the team specialize in the issue under research?
- ☐ **Authenticity** Which is the strength of evidence of the published research?
- ☐ **Research group visibility** Web, Social Media, Academia, Researchgate...
- ☐ **Deep citizen engagement** Is there citizen science involve? Do citizens participate and collaborate in the study?
- ☐ **Current issue in the public sphere** Is the issue being debated in the public sphere? As for example, for governance
- ☐ **Closeness** Is it relevant for our local environment?
- ☐ **Newness** Is this a novel contribution?
- ☐ **Reproducibility** The study is just finished and may be reproduced by other research groups?
- ☐ **Human interest** Might results have an impact on the general public life, for example, on health or the environment?



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Practice workshop



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We will check the ten points on two press releases of one academic paper.

Each of you will assess if the press releases could become a science story in the news.

Discussion about the consensus or dissent of attendees.



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Follow up: EIP-AGRI Practice Abstracts



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Structure of a practice "abstract" (extracted from the EIP-Agri guidelines):

- Main results/outcomes of the activity (expected or final)
- The main practical recommendation(s): **What** is the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? **How** can the practitioner use the results?
 - 5W+1H questions (**what**, ~~where~~, ~~when~~, **why**, ~~who~~, **how**).
- This summary (1000-1500 characters, word count – no spaces) should be as interesting as possible for farmers/end-users, using a direct and easily understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. **related to cost, productivity** etc).
- Research oriented aspects which do not help the understanding of the practice itself should be avoided.



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