

CHEAT SHEET for Nucleus Workshop, Malta, October 2018

Based on the presentation for

***Communication is a two-way street, drive effectively:
Preparing researchers for media and public engagement***

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Remember: yours is not the only bubble.... communication helps to make bubbles more porous, and improves understanding and collaboration between and within bubbles.

Getting it RRlight with media

- Involve media early in a research project – bolting comms on at the end may be too late.
- Build relationships over time with journalists.
- Encourage researchers to explore different ways of talking about their field in the media and on social media.
- Encourage public and industry to get involved, establish two-way conversations.

How can you ensure that researchers are thinking about engagement?

- Talk to them: find out what they are doing and what stage of research they are at. Invite journalists to come and interview them for internal publications – this is a good opportunity to connect with alumni and local press.
- Run media training: doing practical communication exercises about the researchers' own projects is difficult but fun, and it ensures that participants have something relevant to take away immediately.
- Remind researchers that EVERY COMMUNICATION IS A TRADE-OFF: you are asking for people's attention, so give them something in return, and keep giving to keep them engaged.

- Encourage researchers to think about: Who is my audience? What do they know? What do they want to know? How can I get their attention quickly?
- Work with researchers to identify the jargon and how lose it or explain it, use charts/graphs etc with caution.

What your media training could include...

- Developing a pitch
- The anatomy of a press release.
- How to prepare for an interview.
- Carry out mock interviews for print/radio, and film them too if possible!
- Stress the importance of images.
- Provide clear instructions about timelines for contacting the press office (and give email addresses and numbers for the press officers) and manage expectations about media.

ENDS