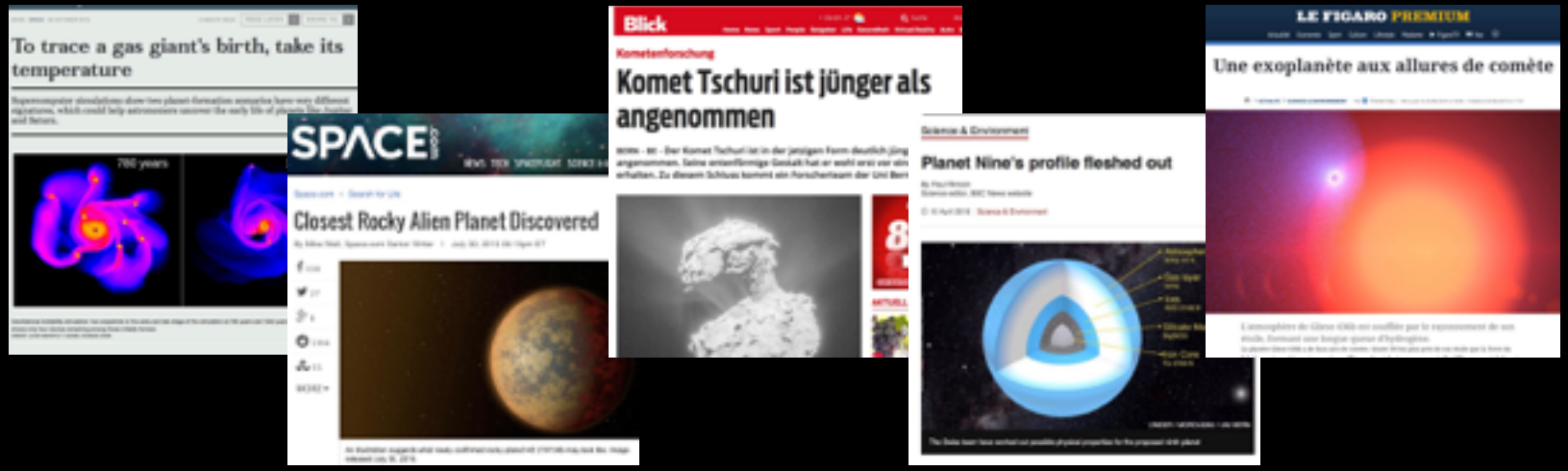
PlanetS
National Centre of Competence in Research

UNIVERSITÄT BERN

Workshop Communication

Barbara Vonarburg



FNSNF
Swiss National Science Foundation

The National Centres of Competence in Research (NCCR) are a research instrument of the Swiss National Science Foundation

Planet S
National Centre of Competence in Research

How to get the media interested in your scientific papers

Or:
How to get the general public interested in your work

- Part 1 - Introduction
- Part 2 - Working in groups
- Part 3 - Presentation of group work and discussion

FNSNF
Swiss National Science Foundation

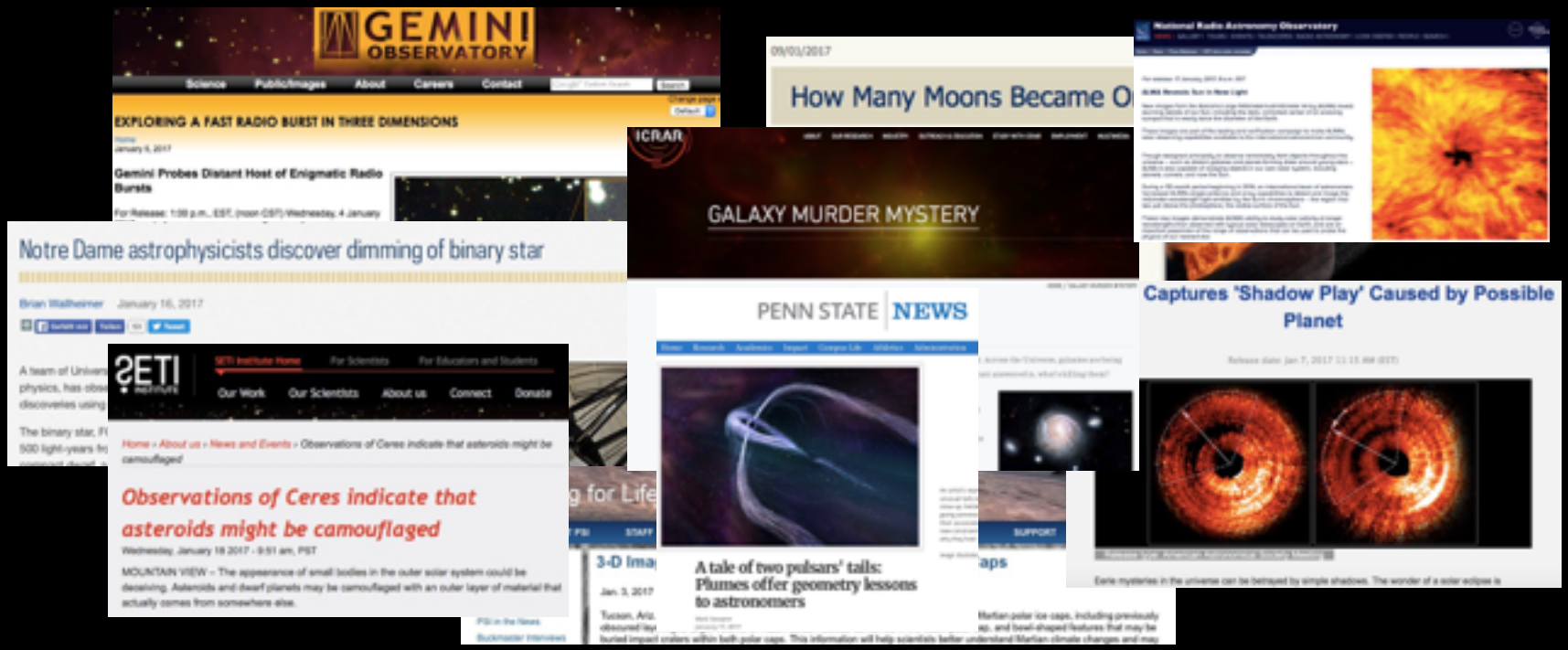
The National Centres of Competence in Research (NCCR) are a research instrument of the Swiss National Science Foundation

What makes a media release or science story?

Big news

Planet S
National Centre of Competence in Research

What makes a media release or science story?



A random selection of media releases of January 2017

What makes a media release or science story?

- Paper has to be scientifically relevant.
- Topic should appeal to general public.
- Other reasons…

What makes a media release or science story?

- It’s more a feeling than strict rules.
- Local stories work best.

What makes a media release or science story?

Local reference, people involved.

PlanetS
National Centre of Competence in Research

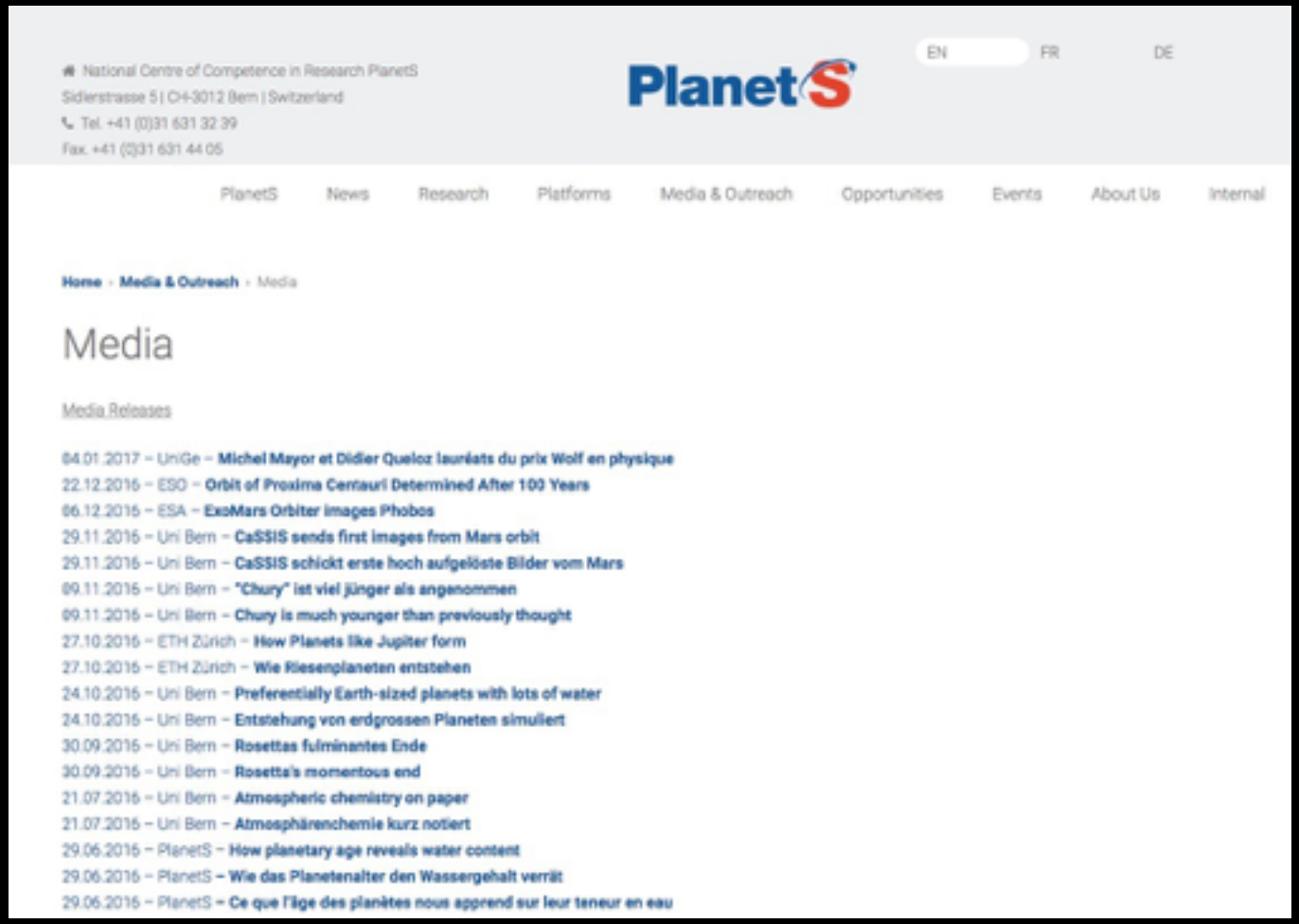
What makes a media release or science story?

Latest news of NCCR PlanetS.

Find all our media releases on the PlanetS Website.

PlanetS
National Centre of Competence in Research

http://nccr-planets.ch/media-outreach/media/



National Centre of Competence in Research PlanetS
Sidlerstrasse 5 | CH-3012 Bern | Switzerland
Tel. +41 (0)31 631 32 39
Fax. +41 (0)31 631 44 05

EN FR DE

PlanetS News Research Platforms Media & Outreach Opportunities Events About Us Internal

Home › Media & Outreach › Media

Media

Media Releases

04.01.2017 – UniGe – **Michel Mayor et Didier Queloz lauréats du prix Wolf en physique**
22.12.2016 – ESO – **Orbit of Proxima Centauri Determined After 100 Years**
06.12.2016 – ESA – **ExoMars Orbiter images Phobos**
29.11.2016 – Uni Bern – **CaSSIS sends first images from Mars orbit**
29.11.2016 – Uni Bern – **CaSSIS schickt erste hoch aufgelöste Bilder vom Mars**
09.11.2016 – Uni Bern – **"Chury" ist viel jünger als angenommen**
09.11.2016 – Uni Bern – **Chury is much younger than previously thought**
27.10.2016 – ETH Zürich – **How Planets like Jupiter form**
27.10.2016 – ETH Zürich – **Wie Riesenplaneten entstehen**
24.10.2016 – Uni Bern – **Preferentially Earth-sized planets with lots of water**
24.10.2016 – Uni Bern – **Entstehung von erdgrossen Planeten simuliert**
30.09.2016 – Uni Bern – **Rosettas fulminantes Ende**
30.09.2016 – Uni Bern – **Rosetta's momentous end**
21.07.2016 – Uni Bern – **Atmospheric chemistry on paper**
21.07.2016 – Uni Bern – **Atmosphärenchemie kurz notiert**
29.06.2016 – PlanetS – **How planetary age reveals water content**
29.06.2016 – PlanetS – **Wie das Planetenalter den Wassergehalt verrät**
29.06.2016 – PlanetS – **Ce que l'âge des planètes nous apprend sur leur teneur en eau**

When you are in doubt whether your paper is suitable:

- Tell your story your children/parents/friends who are non-experts. Can you motivate them to ask questions?
- Remember a science story in another field than astronomy (biology, medicine, archeology…). Why did you read it? Has your story a similar touch?

Swiss National Science Foundation

The National Centres of Competence in Research (NCCR) are a research instrument of the Swiss National Science Foundation

Do not underestimate the audience.

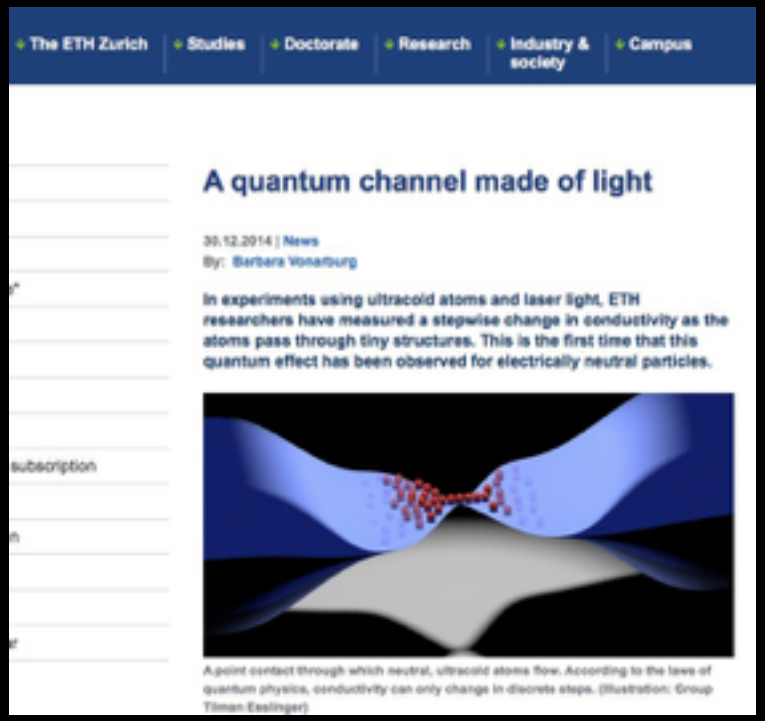
The ETH Zurich | Studies | Doctorate | Research | Industry & society | Campus

Shaking the topological cocktail of success

12.11.2014 | Press release

Take ultracold potassium atoms, place a honeycomb lattice of laser beams on top of them and shake everything in a circular motion: this recipe enabled ETH researchers to implement an idea for a new class of materials first proposed in 1988 in their laboratory.

A Möbius strip can't be transformed into a normal strip without cutting. (Illustration: Grégoire Jotzu / ETH Zurich)



The ETH Zurich | Studies | Doctorate | Research | Industry & society | Campus

A quantum channel made of light

30.12.2014 | News

By: Barbara Vonarburg

In experiments using ultracold atoms and laser light, ETH researchers have measured a stepwise change in conductivity as the atoms pass through tiny structures. This is the first time that this quantum effect has been observed for electrically neutral particles.

A point contact through which neutral, ultracold atoms flow. According to the laws of quantum physics, conductivity can only change in discrete steps. (Illustration: Group Tilman Esslinger)

Even complicated topics can make news.

The usual procedure

- Researcher informs communication people at his/her institution (PlanetS), answers questions or writes draft press release.
- Institution prepares press release and sends it out to media, journalists, news agencies such as SDA and distribution services such as AAS, Eurekalert, AlphaGalileo, idw.
- Some media might contact researcher for further explanations/comments.
- Hopefully news is picked up by newspapers, TV, online services.

The usual procedure

- Please inform your communication people as early as possible.
- A&A, ApJ: Press releases/stories can be published when your paper is accepted.
- Science, Nature: Press releases/stories are under strict embargo until the paper is published.

What kind of information do the communication people need?

Questionnaire of Keck Observatory to be answered by researcher

1. What did you discover?
2. Why is this important?
3. How does it change our understanding of the Universe?
4. How did Keck Observatory contribute to the finding?
5. What instrument did you use and what did it show you?

Swiss National Science Foundation

The National Centres of Competence in Research (NCCR) are a research instrument of the Swiss National Science Foundation

What kind of information do the communication people need?

Most important:

1. What's new?
   - What's the result of your scientific paper?
   - What did you discover?

2. Why should we care?
   - Why is it interesting? Why is this important?
   - Is it useful?
   - Does it change present understanding?

Swiss National Science Foundation

The National Centres of Competence in Research (NCCR) are a research instrument of the Swiss National Science Foundation

What kind of information do the communication people need?

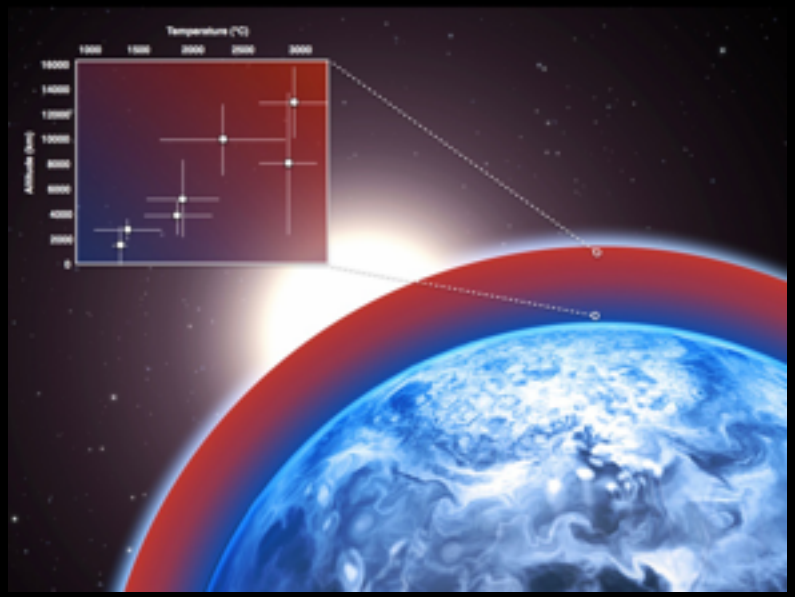
Most important:

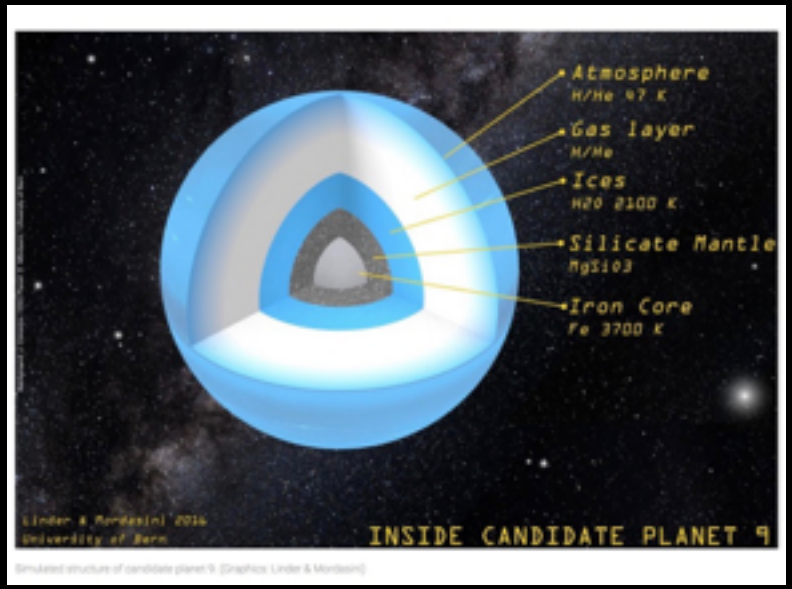
- News first. Then explain impact.
- Keep it simple and short.
- No technical terms.
- Be aware that your readers are non-experts.
- Who is the principal author (Swiss or Swiss University member)?

What kind of information do the communication people need?

Almost as important:

Illustration: Images, graphics





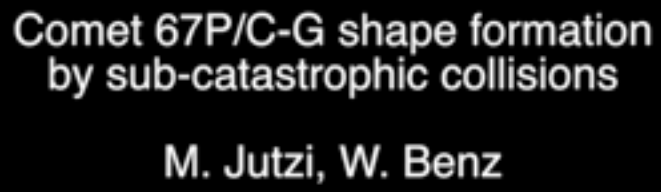
Swiss National Science Foundation

The National Centres of Competence in Research (NCCR) are a research instrument of the Swiss National Science Foundation

What kind of information do the communication people need?

Almost as important:

Illustration: Images, graphics, videos, animations



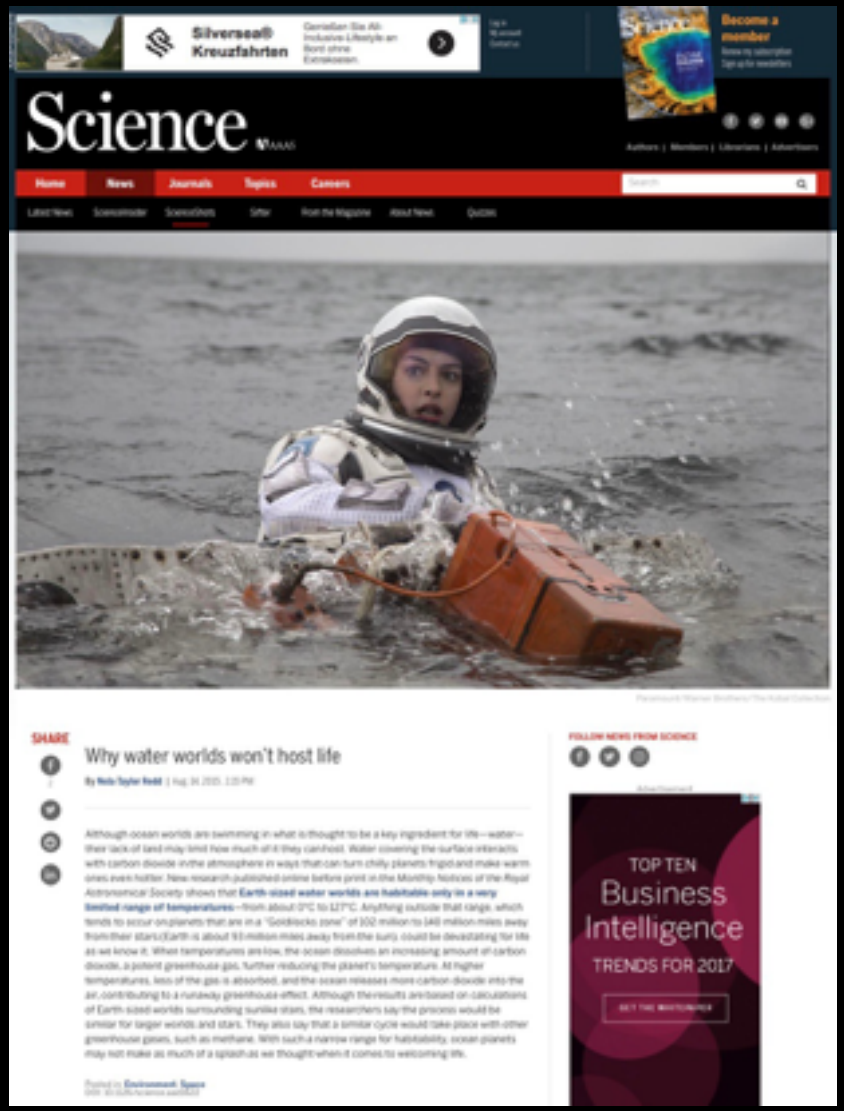
Swiss National Science Foundation

The National Centres of Competence in Research (NCCR) are a research instrument of the Swiss National Science Foundation

What kind of information do the communication people need?

Almost as important:

Illustration: Images,
graphics,
videos, animations,
illustration ideas.



SWISS NATIONAL SCIENCE FOUNDATION

The National Centres of Competence in Research (NCCR) are a research instrument of the Swiss National Science Foundation

What kind of information do the communication people need?

Goodies: Emotions, personal statements that illustrate your excitement.

…«We were quite nervous but it looks as though almost everything functioned as we planned it. The resulting images are really sharp», says Antoine Pommerol…

…«The first images we received are absolutely spectacular – and it was only meant to be a test», says Nicolas Thomas…

What kind of information do the communication people need?

Goodies: Anecdotes, the story behind it.

…“We were speechless when we saw the image for the first time in the control room at the observatory in Chile,” remembers Christian Thalmann…“No one had expected to find such well-defined, long-ranged and detailed structures. At first, some members of the team thought the observation must have been jittered by accident.”…

What kind of information do the communication people need?

Goodies: Comparisons that allow people to relate to unfamiliar facts/dimensions.

…“It looks as if someone had smudged a freshly painted picture into a wavy line with their finger,” says ETH astrophysicist Christian Thalmann.

…«We saw Hebes Chasma at 2.8 metres per pixel», says Thomas. «That’s a bit like flying over Bern at 15’000 kilometres per hour and simultaneously getting sharp pictures of cars in Zurich.»…

What kind of information do the communication people need?

Blick

Zürich -5° Suche Anmelden

Home News Sport People Ratgeber Life Gesundheit Virtual Reality Auto Video Services

SIE SIND HIER: HOME > LIFE > WISSEN > ASTRONOMIE: KOMET «TSCHURI» ENTSTAND DURCH KOLLISIONEN IM VELO-TEMPO

Astronomie

Komet «Tschuri» entstand durch Kollisionen im Velo-Tempo

BERN - BE - Der Komet «Tschuri» entstand vermutlich durch «sanfte» Kollisionen. Computersimulationen deuten darauf hin, dass vor Milliarden von Jahren zwei eisige Objekte im Velo-Tempo aufeinandergestossen sind.

What kind of information do the communication people need?

Goodies: Associations/images that allow people to relate to unfamiliar facts/dimensions.

…Willy Benz compares the neck of the comet with the stem of a glass: "A dishwasher has to clean very gently, so that the stem of the glass does not break," says the astrophysicist. Obviously, the solar system did not handle this aspect as carefully…

…“So far, it has been assumed that comets are original building blocks - similar to Lego," says Willy Benz. "Our work shows that the Lego blocks no longer have their original form, but the plastic that they consist of is still the same as in the beginning.“…

Planet S
National Centre of Competence in Research

What kind of information do the communication people need?

…«…“It’s a bit like looking at a bunch of people”, says Yann Alibert. “You see how tall and how heavy they are, and you try to think about what you would be able to find out if you knew their age – maybe that in general young people have more muscles.”

How could the mass, the radius and the age of exoplanets give away some information about their internal structure?….

FNSNF
Swiss National Science Foundation

The National Centres of Competence in Research (NCCR) are a research instrument of the Swiss National Science Foundation

- Questions
- Feedback

Swiss National Science Foundation

The National Centres of Competence in Research (NCCR) are a research instrument of the Swiss National Science Foundation