Raising the Visibility of your Research/Scholarship in Media Outlets
Resources

• College/School and University Communications:
  – Help placing stories
  – Research on reporter, news outlet
  – Assistance anticipating, answering questions
  – Coaching
  – Interview and performance results
  – Advice and help with damage control

• On-campus resources:
  – ISDN studio, radio
  – Television studio
  – Google+, Skype studio
  – Cornell Chronicle
A Three-Pronged Approach

1. Reporters looking for experts

Celebrating Deep Freeze, Insect Experts See a Chance to Kill Off Invasive Species

Extreme cold is a fortuitous management tool. But with a warming climate, it is one that scientists cannot count on. “The weather will give them a temporary setback, but as soon as the weather warms up, they will take off again,” said Jan Nyrop, a professor of entomology and senior associate dean of Cornell University’s College of Agriculture and Life Sciences.
A Three-Pronged Approach

2. Inserting our experts in breaking news
A Three-Pronged Approach

3. Promote your research

Life ‘not as we know it’ possible on Saturn’s moon Titan

MARCH 2, 2015 BY VASYL KACYURY

ITHACA, N.Y. – A new type of methane-based, oxygen-free life form that can metabolize and reproduce similar to life on Earth has been modeled by a team of Cornell University researchers.

Taking a simultaneously imaginative and rigidly scientific view, chemical engineers and astronomers offer a template for life that could thrive in a harsh, cold world – specifically Titan, the giant moon of Saturn. A planetary body awash with seas not of water, but of liquid methane, Titan could harbor methane-based, oxygen-free cells.

Their theorized cell membrane, composed of small organic nitrogen compounds and capable of functioning in liquid methane temperatures of 292 degrees below zero, is published in Science Advances, Feb. 27. The work is led by chemical molecular dynamics expert Paulette Clancy and first author James Stevenson, a graduate student in chemical engineering. The paper’s co-author is Jonathan Lunine, director for Cornell’s Center for Radiophysics and Space Research.

Download study and images: https://cornell.box.com/azotosome

Methane-Based Life Possible On Saturn's Moon Titan, Research Shows

By Sneha Shankar on February 28 2015 8:24 AM EST

Graduate student James Stevenson, astronomer Jonathan Lunine and chemical engineer Paulette Clancy, with a Cassini image of Titan in the foreground of Saturn, and an azotosome, the theorized cell membrane on Titan. Jason Kokk/Cornell University
When a reporter calls...
Reporters are...

- Not evil
- Busy
- Generalist, not an expert (exceptions)
- Looking for someone to answer questions
- Filling newscast/column with compelling, interesting stories
- More work, less people to do it
- 24/7 deadlines (several versions of the same story)
Questions to ask the reporter

- Name?
- Outlet/Organization?
- What is the story about?
- Do you have any background in the subject?
- Who else will you interview?
- What is the format of the interview?
- How long is the interview?
- What is your deadline?
- Can I call you right back?
Developing Your Message

*What we say to dogs*
Okay, Ginger! I've had it! You stay out of the garbage! Understand, Ginger? Stay out of the garbage, or else!

*What they hear*
blah blah GINGER blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah...
Flip the Triangle

Scientific/Scholarly Communication

Conclusion
Details
Process

Communicating with the Media

Conclusion
Details
Process
Message Triangle: A Helpful Tool

**Audience:** Who are your audiences?

**Goal:** What you want to achieve?

**Message:** What do you want to say?

**Difficult Question(s):**

**Talking Point:**
- Detail:
- Detail:
- Detail:
- Example/Enhancer:

**Talking Point:**
- Detail:
- Detail:
- Example/Enhancer:

**Talking Point:**
- Detail:
- Detail:
- Example/Enhancer:
Message Triangle: A Helpful Tool

**Audience:** Who are your audiences?

**Goal:** What you want to achieve?

**Message:** What do you want to say?

**Difficult Question(s):**
- What language, information, and ideas connect with your audience?
- Are they older? Younger?
- Where do they live?
- What do they read? Watch?

**Talking Point:**
- Detail:
- Detail:
- Detail:
- Example/Enhancer:

**Message Triangle**

**Talking Point:**
- Detail:
- Detail:
- Detail:
- Example/Enhancer:

**Talking Point:**
- Detail:
- Example/Enhancer:
Message Triangle: A Helpful Tool

**Audience:** Who are your audiences?

**Goal:** What you want to achieve?

**Message:** What do you want to say?

**Difficult Question(s):**

What you want the audience to think or do as a result of the interview?

**Talking Point:**
- Detail:
- Detail:
- Detail:
- Example/Enhancer:

**Talking Point:**
- Detail:
- Detail:
- Detail:
- Example/Enhancer:

**Talking Point:**
- Detail:
- Detail:
- Detail:
- Example/Enhancer:
Message Triangle: A Helpful Tool

**Audience:** Who are your audiences?

**Goal:** What you want to achieve?

**Message:** What do you want to say?

**Difficult Question(s):**

What is the headline you want to see?

Talking Point:
- Detail:
- Detail:
- Detail:
- Example/Enhancer:

Talking Point:
- Detail:
- Detail:
- Detail:
- Example/Enhancer:

Talking Point:
- Detail:
- Detail:
- Detail:
- Example/Enhancer:
Message Triangle: A Helpful Tool

**Audience:** Who are your audiences?

**Goal:** What you want to achieve?

**Message:** What do you want to say?

**Difficult Question(s):**

**Talking Point:**
- Detail:
- Detail:
- Detail:
- Example/Enhancer:

**Message Triangle**

**Talking Point:**
- Detail:
- Detail:
- Detail:
- Example/Enhancer:

**Talking Point:**
- Detail:
- Detail:
- Detail:
- Example/Enhancer:
Message Triangle: A Helpful Tool

**Audience:** Who are your audiences?

**Goal:** What you want to achieve?

**Message:** What do you want to say?

**Difficult Question(s):**

---

**Talking Point:**
- Detail:
- Detail:
- Detail:
- Example/Enhancer:

---

**3 Talking Points:**
- It’s the truth
- It state your position concisely
- It answers the question
- It gets the interview back to a comfortable line of questioning
- Your area of expertise
- No more than three
- Problem, solution, benefit

---

**Talking Point:**
- Detail:
- Detail:
- Example/Enhancer:

---

**Talking Point:**
- Detail:
- Detail:
- Example/Enhancer:
Interview Tips

• You’re in the driver’s seat
• Everything you say is reportable
• Know your talking points, practice speaking in concise phrases
• Anticipate questions
• Avoid jargon
• Don’t be afraid to repeat your message
• Do not assume that your interviewer is scientifically literate, knows your topic
Handling Provocative Questions

- Don’t lose sight of the audience
- Don’t argue with reporter
- Be politely assertive, correct errors
- Never say “No Comment”
- Body language
- Keep calm and talk slowly
- You can be emotional, but not angry
- Model the behavior you would like to see
- Learn and practice transition techniques
- Stick to your message!
Dress for Success

• Dress:
  – No white
  – No patterns, including herringbone, stripes
  – Best choices: dark or neutral shades
  – Conservative jewelry

• Say “yes” to make-up
  – Keep it light, natural-looking
Techniques for On-Air Interviews

- Smile
- Look at reporter (excluding satellite)
- Pay attention to nodding of your head
- Plant yourself, no movement/swivel
- Use natural gestures
- If sitting, lean toward camera
- Voice: expressive, animated
Techniques for Skype/Google+

1. Do you have high-speed internet?
2. Test technology before the interview
3. Look at the camera, not the screen
4. Camera should be at eye level
5. Natural lighting
6. Dress the part
7. Prepare your surroundings
8. Close/turn off distractions
Techniques for radio

1. Close/turn off distractions
2. Smile
3. Stand or sit at attention
4. Use your hands
Evaluation

• Did I get my message across?
• What did I forget to mention?
• How could I have better incorporated key messages into my answers?
• Was I relaxed, calm and natural?
• I can be more effective if...