

# How to strengthen news coverage of social and behavioral science

NAS DBASSE Roundtable  
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# Who I am...

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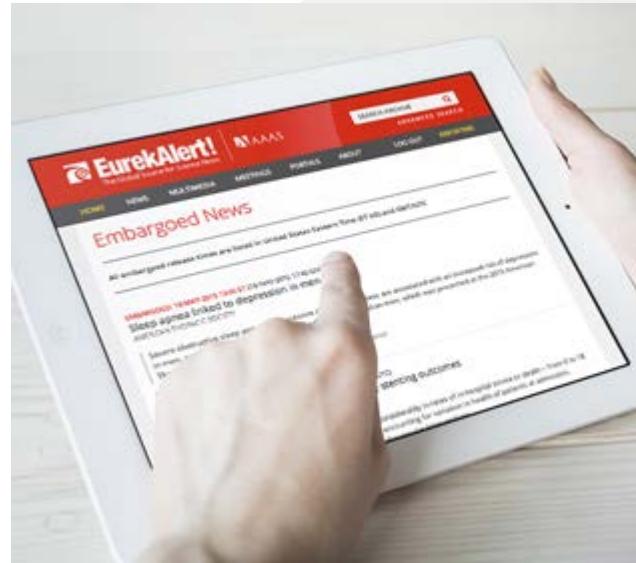
@EurekAlertAAAS



The screenshot shows the EurekAlert! website homepage. The top navigation bar includes links for NEWS, MULTIMEDIA, MEETINGS, PORTALS, and ABOUT, along with SEARCH NEWS RELEASES and ADVANCED SEARCH options. The main content area features a "TRENDING SCIENCE NEWS" section with several news items, each with a thumbnail image and a brief description. For example, one item discusses a gene discovery for HIV treatments, another about a supercomputer for Mars astronauts, and one about a low-cost flow imager. Below this is a "MULTIMEDIA" section with a "Browse All Multimedia" link and a "SEARCH ALL MULTIMEDIA" input field. It displays video thumbnails, such as a "TRMM Flyby of Melissa" video and a "College Student Mere Inflammis Native Wildflow" video. The bottom of the page includes links for "Multi-Language News" (En Français, Auf Deutsch, En Español, Em Português, હિન્દી, 日本語), "EurekAlert! 中文版", and a "Meetings Calendar".

# What we are...

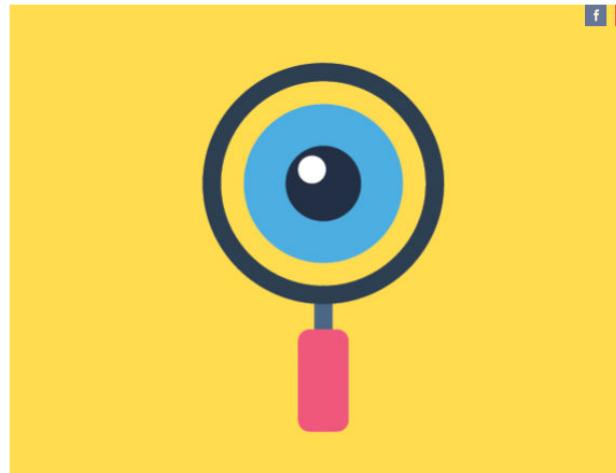
- Non-profit
- Editorially independent
- Voluntary news consortium
- Operated by AAAS
- Embargoed news wire service
- All scientific disciplines
- Guided by an advisory group of reporters & Public Information Officers (PIOs)



# INSIDE EUREKALERT, THE NEWS HUB THAT SHAPES THE SCIENCE YOU READ



EurekAlert! Celebrates 20 Years at the Forefront of Science Communication



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SCIENTISTS DISCOVER a new planet that might be able to support life. A drug that targets certain cancer receptors. Evidence of a previously unknown branch of human ancestors. Extreme weather. Dinosaurs had feathers? Who the hell knew ravens were so clever! And you saw the story on Facebook, on Twitter, in an email from your mom. Then you shared it to your coworker via Slack, your boss over lunch, from a barstool during your date that evening.

# How it works...

- Eligible reporters gain free access to embargoed & public press material
- PIOs pay a fee to post those materials
- Eligible news releases from accredited institutions and peer-reviewed journals accepted



# How it works...



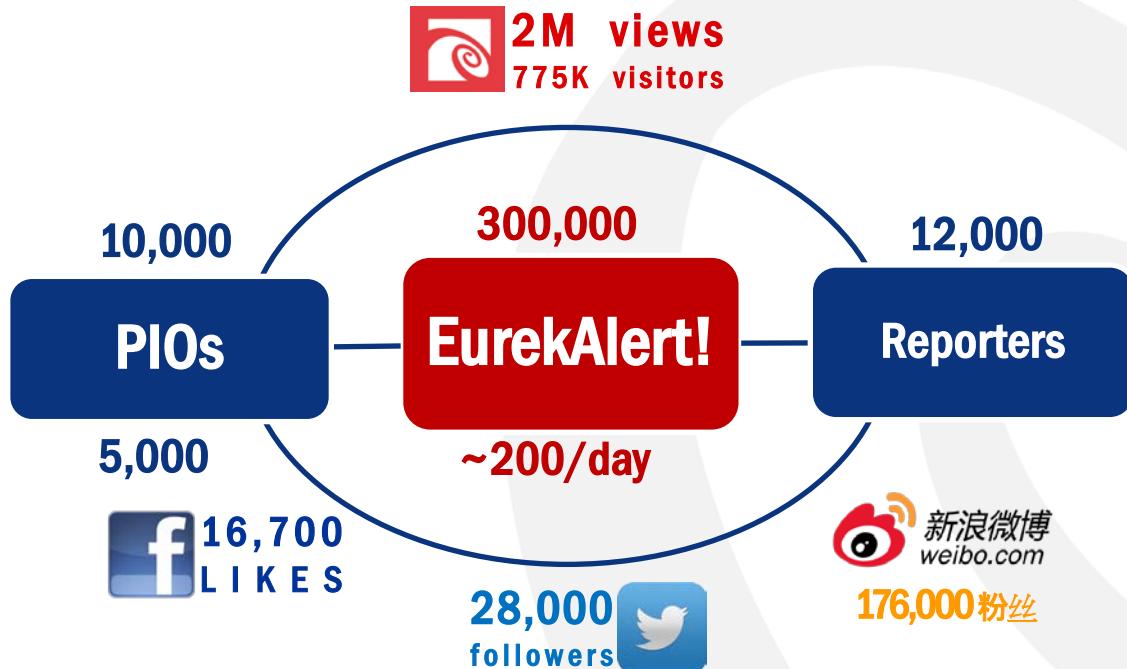
# Who we serve...



# Who we serve...



# Who we reach...



# Who trusts us...

Science

CellPress

JAMA

THE ROCKEFELLER  
UNIVERSITY  
PRESS  
QUALITY AND INTEGRITY

PNAS

SfN

SOCIETY for  
NEUROSCIENCE

PLOS

The New York Times

BBC

AP Associated Press

REUTERS

WSJ

CBC

CNN

The  
Economist

NewScientist



EurekAlert!

AAAS

# Trending last week

1	27,808	Radar tracking reveals the 'life stories' of bumblebees as they forage for food
2	18,973	Iron catalysts can modify amino acids, peptides to create new drug candidates
3	13,515	<b>Comparing sexual experiences related to alcohol and marijuana use among adults</b>
4	12,554	Story tips from the Department of Energy's Oak Ridge National Laboratory, August 2016
5	12,427	<b>Study finds sharks get bad rap when viewed with ominous background music</b>
6	12,272	<b>Kindergarteners' mathematics success hinges on preschool skills</b>
7	12,134	Biomimicry is a promising approach for driving innovation, study finds
8	11,979	Scientists discover light could exist in a previously unknown form
9	11,924	Why you're stiff in the morning: Your body suppresses inflammation when you sleep at night
10	11,838	First evidence of sleep in flight

# Trending 2016

- 1 413,332 Canadian innovation for killing mosquito eggs could help Zika fight
- 2 285,179 Inside the mouth of a hydra
- 3 194,673 A new species and genus of 'horned necked' praying mantis from a French museum collection
- 4 162,122 DNA evidence shows that salmon hatcheries cause substantial, rapid genetic changes
- 5 129,355 WiFi capacity doubled at less than half the size
- 6 121,322 Most antidepressant drugs ineffective for children and teens, according to study
- 7 120,431 Future brain therapies for Parkinson's possible with stem cell bioengineering innovation
- 8 111,143 New stem cell transplantation method may halt multiple sclerosis symptoms long-term, but therapy comes with high risk
- 9 103,836 Depression is more than a mental disorder: It affects the whole organism
- 10 87,631 **1 in 4 seniors have superbugs on their hands after a hospital stay, new research finds**

# Trending 2016

11	79,922	DNA 'Trojan horse' smuggles drugs into resistant cancer cells
12	65,464	Male hormone reverses cell aging in clinical trial
13	58,151	Prevalence of diagnosed sleep disorders has risen among US veterans
14	56,190	Colossal Antarctic ice-shelf collapse followed last ice age
15	43,432	Losing fat while gaining muscle: Scientists close in on 'holy grail' of diet and exercise
16	42,471	Underwater 'lost city' found to be geological formation
17	<b>42,196</b>	<b>New equation reveals how other people's fortunes affect our happiness</b>
18	41,445	New therapy halts progression of Lou Gehrig's disease in mice
19	41,376	Electrical stimulation of deep brain structures to ease chronic pain
20	<b>41,140</b>	<b>The way you sound affects your mood</b>

# Trending 2015

1	289,549	The infant gut microbiome: New studies on its origins and how it's knocked out of balance
2	270,078	Missing link found between brain, immune system -- with major disease implications
3	260,349	Sperm carries information about dad's weight
4	222,736	The first ever photograph of light as a particle and a wave
5	<b>205,094</b>	<b>The least religious generation</b>
6	103,958	NASA measures India's deadly flooding rains
7	<b>94,302</b>	<b>Optimistic people have healthier hearts, study finds</b>
8	80,643	Children born in the summer more likely to be healthy adults
9	72,395	Airway test reveals e-cigarette vapor produces similar result as air
10	71,614	Cannabis consumers show greater susceptibility to false memories

# Trending 2015

11	65,085	Teen cannabis users have poor long-term memory in adulthood
12	<b>60,200</b>	<b>Fatherhood at young age linked to greater likelihood of mid-life death</b>
13	57,573	Magnetic wormhole connecting 2 regions of space created for the first time
14	56,762	125-million-year-old wing sheds new light on the evolution of flight
15	55,398	Experimental herpes vaccine upends traditional approach and shows promise
16	54,165	It's not cheating unless a species gets hurt
17	<b>53,927</b>	<b>Not-so-guilty pleasure: Viewing cat videos boosts energy and positive emotions</b>
18	<b>52,537</b>	<b>Dutch babies trump US peers in laughing, smiling, cuddling</b>
19	49,923	Massachusetts General Hospital launches phase II trial of BCG vaccine to reverse type 1 diabetes
20	47,819	Teen marijuana use not linked to later depression, lung cancer, other health problems, study finds

# 3 characteristics...

... of great scientist  
communicators

Build lasting relationships  
with reporters

Work with PIOs

Are consumers of news

# How?

- Set up *Google News* alerts for your areas of expertise and interest
- Follow reporters you like (and don't like) on social media
- Be critical but cognizant of industry realities

Build relationships with reporters

Work with PIOs

Be a consumer of news

# How?

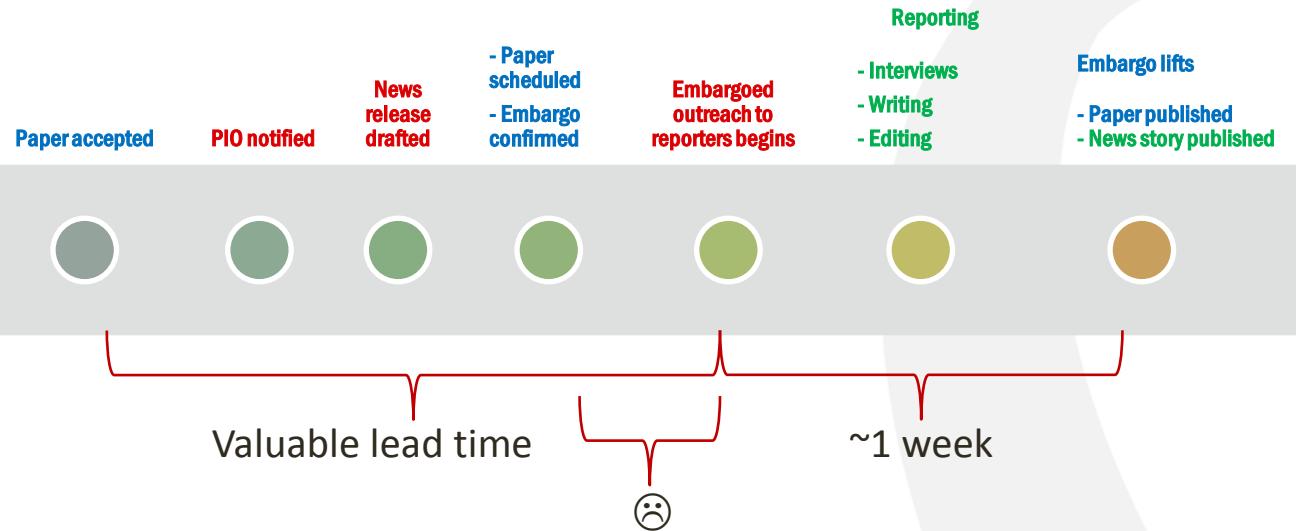
- Look them up and meet with them
- Notify them in advance of forthcoming news
- Be an active part of shaping your message and strategy

Build relationships with reporters

Work with PIOs

Be a consumer of news

# Press outreach timeline



# How?

- Compliment them on job well done
- “Let me see if I can help...”
- Know what you want to say and stick to it

Build relationships with reporters

Work with PIOs

Be a consumer of news

# Resources

## Trending Newsletter

[eurekalert.org/newsletter](http://eurekalert.org/newsletter)

## PIO Seminar

[eurekalert.org/seminar](http://eurekalert.org/seminar)

## RSS feeds

[eurekalert.org/rss.php](http://eurekalert.org/rss.php)



The screenshot displays the EurekAlert! homepage. At the top, there's a red banner with the EurekAlert! logo and the text 'The Global Source for Science News'. Below the banner, a navigation bar includes links for NEWS, MULTIMEDIA, MEETINGS, PORTALS, and ABOUT. On the right side of the header, there are buttons for LOG IN and REGISTER. The main content area features a 'TRENDING SCIENCE NEWS' section with several news items. One item is about a 'Novel gene discovery could lead to new HIV treatments' from KING'S COLLEGE LONDON. Another item discusses 'Sun and photocatalysts will clean polluted water—cheaply and quickly' from INSTITUTE OF PHYSICAL CHEMISTRY/POLISH ACADEMY OF SCIENCE. The 'MULTIMEDIA' section shows a video thumbnail for 'TRMM Flyby of Melissa (VIDEO)' from NASA/GODDARD SPACE FLIGHT CENTER. The 'BREAKING NEWS' section on the right lists several recent news items, including one from the UNIVERSITY OF CALIFORNIA - SAN DIEGO about 'NSF awards \$12 million to SDSC to deploy 'Comet' supercomputer'.

# Thank you

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