

# How to strengthen news coverage of social and behavioral science

NAS DBASSE Roundtable  
9 August 2016 | Washington, DC

# Who I am...

**Brian Lin**

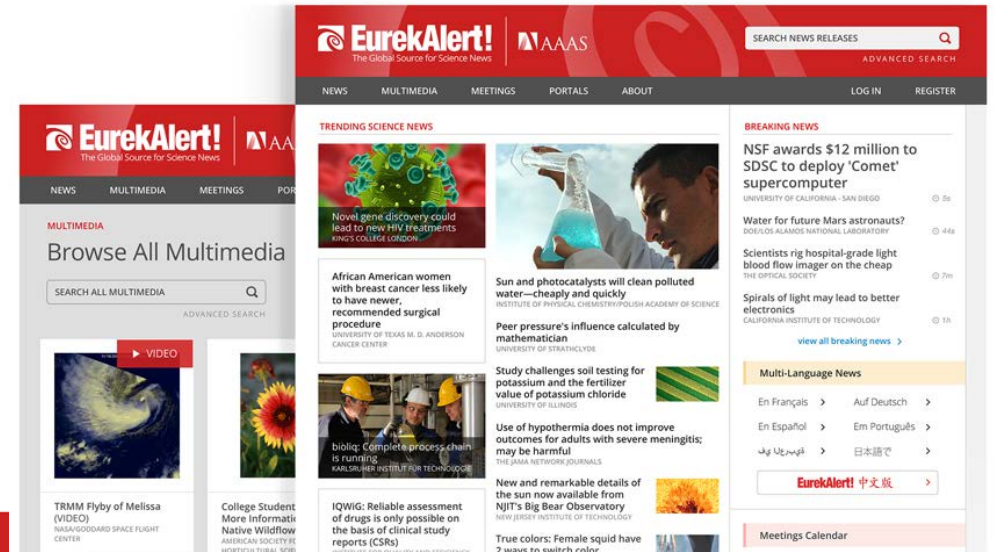
**Director, Editorial content strategy**

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**AAAS**

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# 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



GETTY IMAGES

**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...

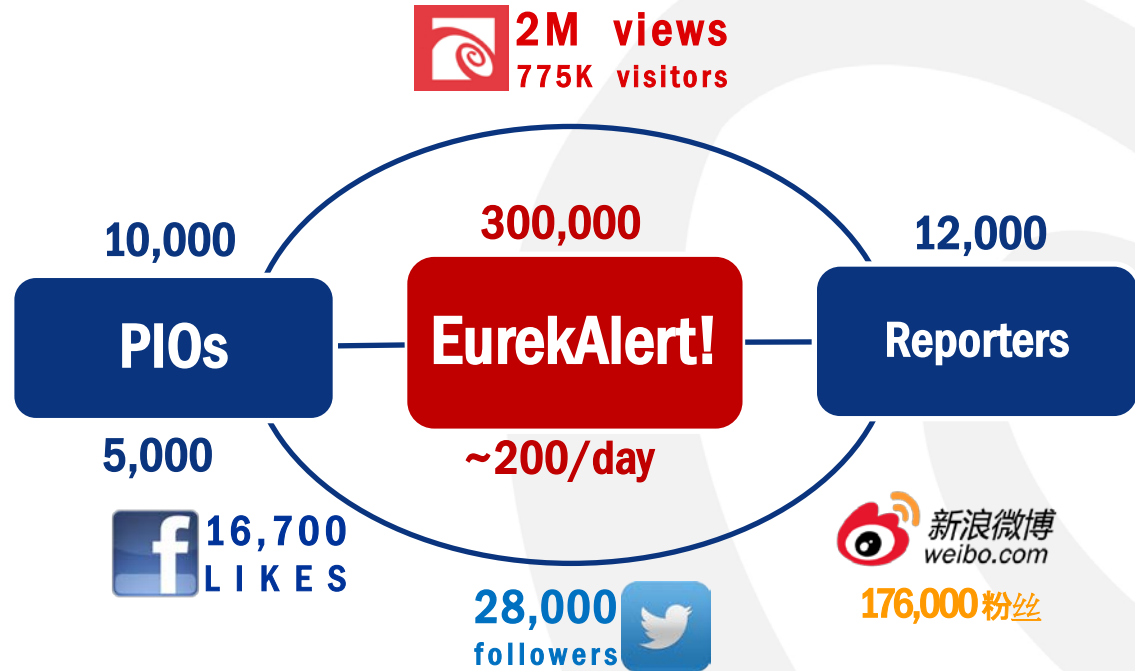


# Who we serve...





# 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	<a href="#">1 in 4 seniors have superbugs on their hands after a hospital stay, new research finds</a>

# 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
<b>17</b>	<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
<b>20</b>	<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
<b>12</b>	<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
<b>17</b>	<b>53,927</b>	<b>Not-so-guilty pleasure: Viewing cat videos boosts energy and positive emotions</b>
<b>18</b>	<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?

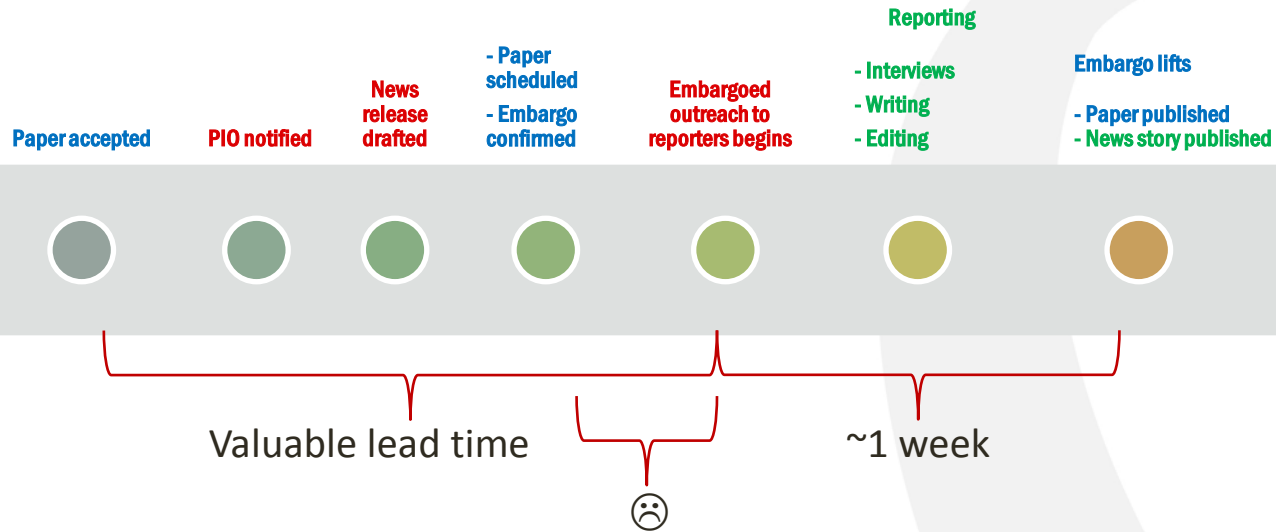
- Look them up and meet with them
- Notify them in advance of forthcoming news
- Be an active part of shaping your message and strategy

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

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

## PIO Seminar

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

## RSS feeds

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

The screenshot displays the EurekaAlert! website interface. At the top, the logo 'EurekaAlert! The Global Source for Science News' is visible alongside the AAAS logo. A search bar for 'SEARCH NEWS RELEASES' and an 'ADVANCED SEARCH' link are present. Below the navigation bar, the 'TRENDING SCIENCE NEWS' section features several articles with accompanying images: 'Novel gene discovery could lead to new HIV treatments' (KING'S COLLEGE LONDON), 'African American women with breast cancer less likely to have newer, recommended surgical procedure' (UNIVERSITY OF TEXAS M. D. ANDERSON CANCER CENTER), 'Sun and photocatalysts will clean polluted water—cheaply and quickly' (INSTITUTE OF PHYSICAL CHEMISTRY/POLISH ACADEMY OF SCIENCE), 'Peer pressure's influence calculated by mathematician' (UNIVERSITY OF STRATHCLYDE), 'Study challenges soil testing for potassium and the fertilizer value of potassium chloride' (UNIVERSITY OF ILLINOIS), 'Use of hypothermia does not improve outcomes for adults with severe meningitis; may be harmful' (THE JAMA NETWORK JOURNALS), and 'New and remarkable details of the sun now available from NJIT's Big Bear Observatory' (NEW JERSEY INSTITUTE OF TECHNOLOGY). The 'MULTIMEDIA' section includes 'TRMM Flyby of Melissa' (NASA/GODDARD SPACE FLIGHT CENTER) and 'College Student More Informs Native Wildflower' (AMERICAN SOCIETY OF HISTORICAL SERIALS). The 'BREAKING NEWS' section highlights 'NSF awards \$12 million to SDSC to deploy 'Comet' supercomputer' (UNIVERSITY OF CALIFORNIA - SAN DIEGO), 'Water for future Mars astronauts?' (DOE/LOS ALAMOS NATIONAL LABORATORY), 'Scientists rig hospital-grade light blood flow imager on the cheap' (THE OPTICAL SOCIETY), and 'Spirals of light may lead to better electronics' (CALIFORNIA INSTITUTE OF TECHNOLOGY). A 'Multi-Language News' section offers translations in French, German, Spanish, Portuguese, Arabic, and Japanese. A 'Meetings Calendar' link is also visible.



# Thank you

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