

Wednesday 15th June, 2016

Outline: CICASP Seminar 33

Media Coverage: Kyoto University Process Explained

For this seminar, we were extremely fortunate to welcome an external speaker: David Kornhäuser of the Public Relations Office at Kyoto University, main campus. Public relations in English only started in October 2015, so researchers currently at KUPRI are very lucky. David told us how the media works and how best to get science research findings picked up by the news. We learned when to let the PR office know about our paper and what sort of information is useful in press releases. The handout provided (see page 2) gives extra details.

Wednesday 22nd June, 2016

Outline: CICASP Seminar 34

Media Coverage: Interactive Session

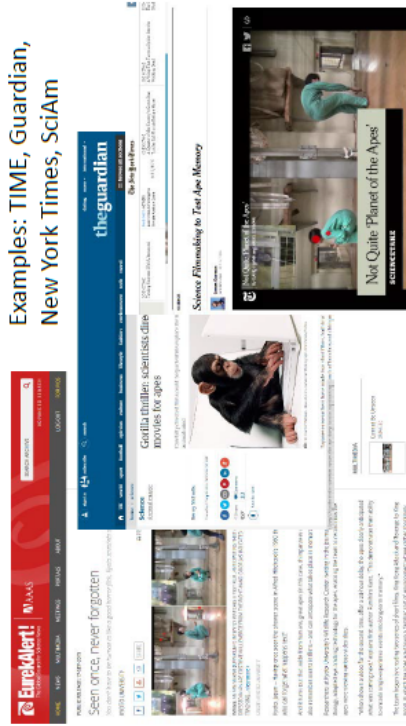
Next seminar, we will be welcoming back guest speaker, David Kornhäuser, to give us a masterclass in media coverage. Interactive activities and tasks will help us to understand, through active participation, how best to get our research across to the media and a more general audience, the target consumers.

Where Kyoto University meets the headlines!

The Global Communications Office will help you publicize your research

What we do

- Create press releases for media
- Sell research stories to domestic and international journalists
- Provide support with media enquiries



Examples: TIME, Guardian, New York Times, SciAm

Location

We're based in the Yoshida Campus (1F Clock Tower)



Press release distribution

- Distribute press releases to Kyoto Univ press club and/or EurekAlert!
- Upload articles for Kyoto Univ's website
- Outreach on social media (Twitter, YouTube, Facebook)

Procedures

- 1 Send us a proof of your publication (comms@mail2.adm.kyoto-u.ac.jp)
- 2 The Global Communications Office will consider how to publicize
- 3 The Global Communications Office will write a draft
- 4 Researchers will be asked to edit the draft for factual accuracy
- 5 The Global Communication Office will distribute releases
- 6 We'll provide support with media enquiries and coverage results

Tips

- Contact us as soon as you can: this way we can upload releases to the embargoed contents section on EurekAlert! and will boost coverage.
- Please write a brief summary of the research (2-3 lines) when you email the proof of the publication
- Contact us for anything else we might be able to help with!



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YouTube Channel
<https://www.youtube.com/channel/UC3iKR0k6iSoz7DcdRsXS2xA>

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