

How to Reach the Public?



Press releases and
other possibilities

What this talk is about

Instruments of PR

The criteria of a press release

Good and bad practice

Checklist for success

How to manage the day after

What you might take home

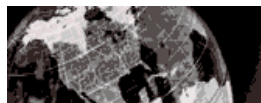
Instruments of PR

- You might publish your research in a scientific paper
- You might give a public talk
- You might do a website/magazine for the employees
- You might organize a special event at your institution
- You might invite students
- You might publish a brochure that you can give to potential funders or politicians
- You might use Social Media
- You publish a film on youtube
- You organize a press conference
- Last but not least you write a press release to address the media

Criteria of a good press release



- News
- Unexpected
- Great story
- Applications / Impact on peoples lives



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Press Releases

- Breaking News
- Science Business
- Grants, Awards, Books
- Meetings

Multimedia

Science Agencies on EurekaAlert!

- US Department of Energy
- US National Institutes of Health
- US National Science Foundation

Calendar

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News by Subject

AGRICULTURE

Crops, Food, Forestry...

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New World, Old World

ATMOSPHERIC SCIENCE

Climate, Pollution...

BIOLOGY

Genetics, Cells, Zoology...

BUSINESS & ECONOMICS

Health Care, Grants...

CHEMISTRY & PHYSICS

Energy, Atoms, Superconductors...

EARTH SCIENCE

Geology, Oceanography...

EDUCATION

Science Literacy, K-12

MATHEMATICS

Models, Systems, Chaos...

MEDICINE & HEALTH

Cancer, Diet, Drugs...

POLICY & ETHICS

Patents, Treaties, Laws...

SOCIAL & BEHAVIOR

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Good and bad practice

What do you think?



Good and bad practice

What do you think?

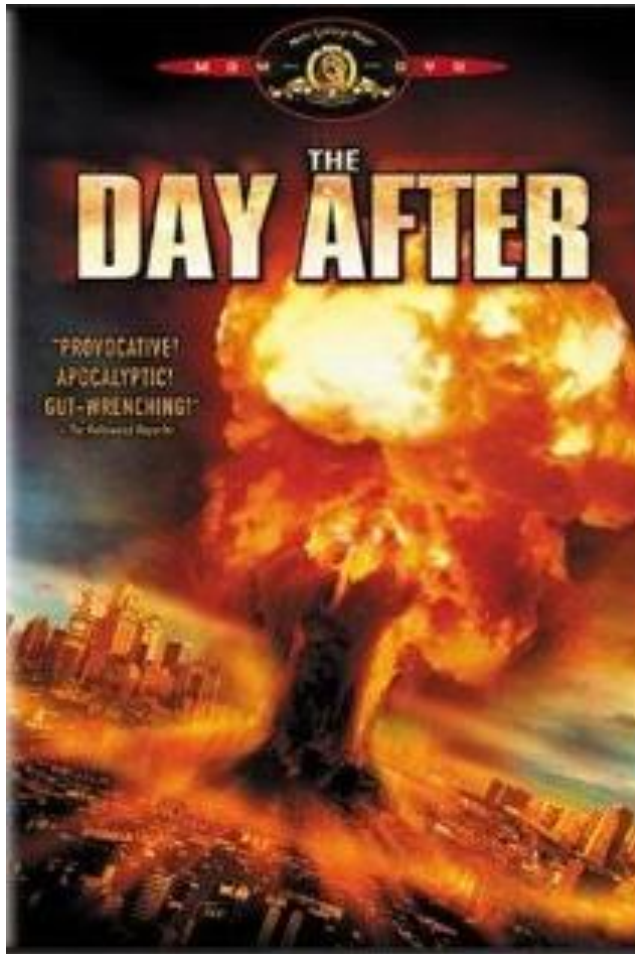
- Do you understand the headline?
- Is it interesting?
- Lead with message?
- Would you like to read it in your daily newspaper?



Checklist for success

How to write a bad press release	How a good release should be
<p>Incomprehensible headline Long lead without message News at the end Long sentences. Short cuts Scientific language Long lists of institutions taking part Important message or finding in the end Complicated quotes No applications and impact</p>	<p>Comprehensible headline Short lead with message News first Short and clear sentences. No short cuts No scientific language No long lists of institutions taking part Start with the important message Avoid complicated quotes Show Applications and impact</p>

The Day After.....



There might be coverage
Calls
Questions
Misunderstandings

Behind the scene

Reports

Monthly Reports

August, 2012 (Detailed)

Enthofer-Gesellschaft

[printable version](#)

this audit report via email to:

Send



Welcome to EurekAlert!'s monthly Audit Reports. The report you see below provides information about the traffic your press releases have received since they were posted on EurekAlert!.

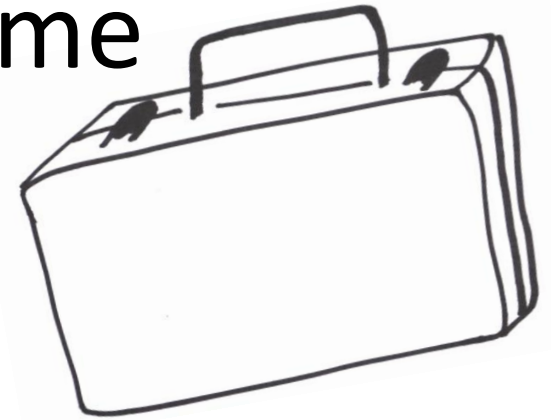
If you have any questions about your organization's Audit Report, please contact us at webmaster@eurekaalert.org or 1-202-326-6716.

Release Summary



	Date Posted/ Emb. Date	Since Posted		This Month	
		Page Views	Emb. Page Views	Page Views	Emb. Page Views
2012: Mobile perspective in regional public transportation	30-Aug-2012	370*	0	370*	0
2012: Mini-camera with maxi-brainpower	23-Aug-2012	1,400*	0	1,400*	0
2012: New standard HEVC encodes films more efficiently	23-Aug-2012	1,567*	0	1,567*	0
Watching movies in your living room -- without the glasses	16-Aug-2012	1,740*	0	1,740*	0
Vertical farms: A danger to ultra-light aircraft?	13-Aug-2012	1,146*	0	1,146*	0
Environmentally invasive building renovation	8-Aug-2012	601*	0	601*	0
More effective production of infrared lenses	8-Aug-2012	385*	0	385*	0
Computer with a natural wood look	7-Aug-2012	450*	0	450*	0
Using sewage sludge as wastewater as fertilizer	7-Aug-2012	1,363*	0	1,363*	0

What you might take home



- Make sure you have got a message
- Choose the right target group
- Use the different instruments of PR depending on who you want to address: web / customers magazines / flyer /social media / press release etc.
- Communicate in a language that is easy to understand
- Make sure the journalist gets you right. Offer help in providing facts and figures
- Do not expect the media to react the way you think it should – just have in mind that you were looking for public awareness