

Help a Reporter: Use Visual Content in Your Media Pitches and Press Releases

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What is the Science Press Package?



- We are a service of the American Association for the Advancement of Science
- We provide lay-language *Science* content to **10,000 reporters** weekly
- We also provide related multimedia, recruited from and/or built with scientists

The New York Times

The Wall Street Journal

The Atlantic

NPR

Le Figaro



Associated Press

Asahi Shimbun

The Guardian

BBC

Xinhua News Agency...

Boosting Coverage with Video

- The *Science* Press Package team has talked with reporters at *The New York Times*, *The Wall Street Journal*, STAT, *The Economist* & other outlets
- Many say having video, in particular, can make the difference in their covering new research
- Video that shows the science in action is great
- “Talking head” video is not
- B-roll video is particularly valuable ...



What is B-roll Video?



- B-roll is supplementary video footage that supports interview footage
- It shows the science in action, by capturing a device at work or a procedure as it happens
- It makes a video something people will want to watch, start to finish
- The more “action” footage you can provide in B-roll submissions, the more “meat” reporters will have to work with, including in their own edited video packages, or even gifs derived from video snippets



Examples of B-roll Video at Work



- An interview about a new surgical technique, without B-roll:



Examples of B-roll Video at Work



- Related B-roll:





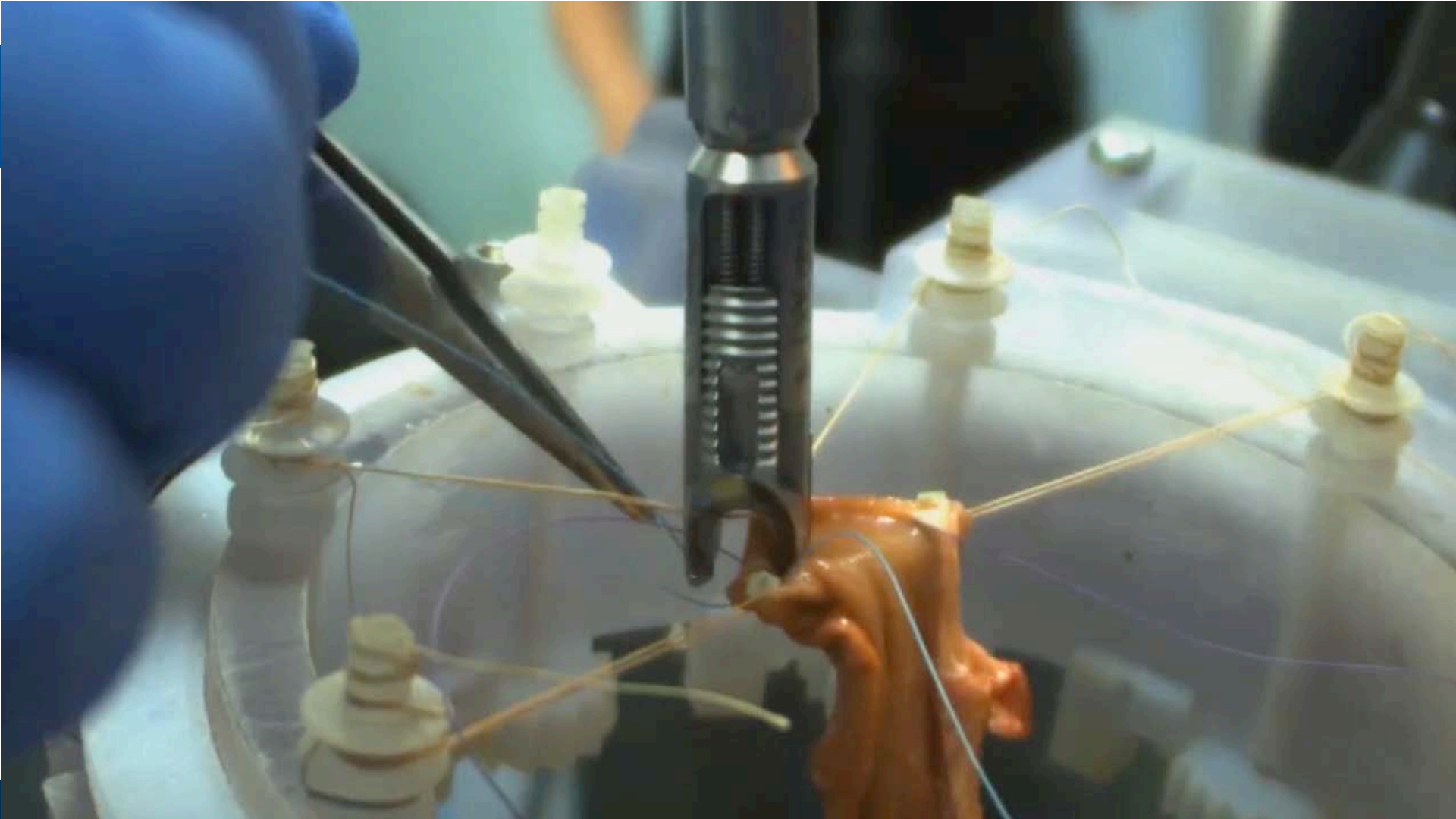
Examples of B-roll Video at Work



- A video combining the B-roll with the interview:



*Note: Elements of the B-roll sourced from the authors were turned into gifs by various news outlets



Tips for Capturing Good B-roll



- Capture a variety of shots
- Start wide and move in; pan shots help set the scene
- Keep the B-roll relevant to the research, institution/organization and the material covered in the paper
- Make sure each shot lasts at least 10 seconds
- Filming on an iPhone or Android works!
 - Film with the phone held horizontally
 - Film in a well-lit area
 - Stabilization is key

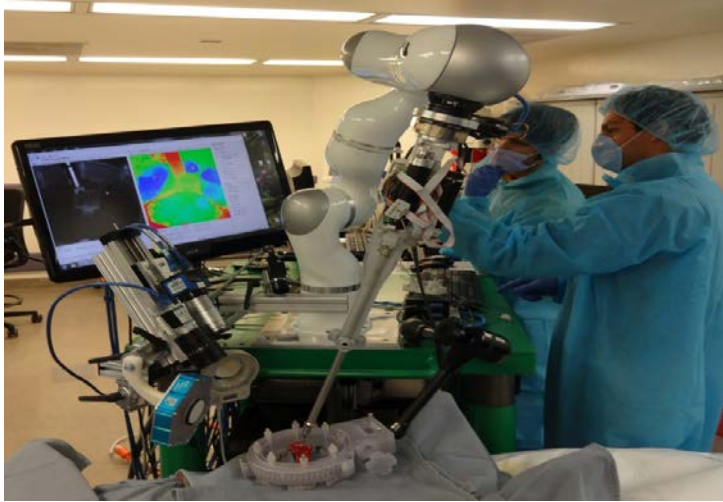


Boosting Coverage with Photos & Audio



- Still images are also useful to reporters
- Reporters *do not* want headshots, however
- As with video, they want shots of the science in action
- Audio files also useful; help convey if authors are interview-worthy
- Three examples where my team initially received headshots...(next slide)

Boosting Coverage with Photos & Audio



Infographics Represent Complicated Info; Do Well on Social Media

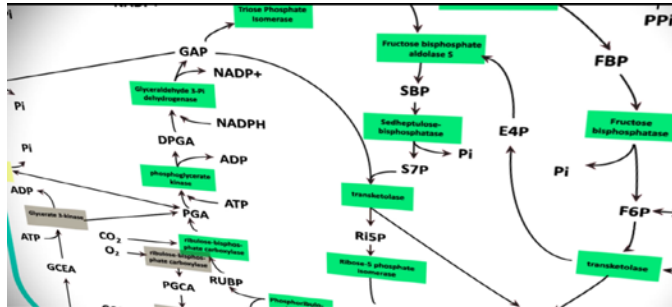


- Infographics are a great way to represent quantitative, complex content
- Reporters like to use them on social media
- Authors: “Content should be no harder than a 5th grade level. Should be digestible by non-English speakers at a glance.”

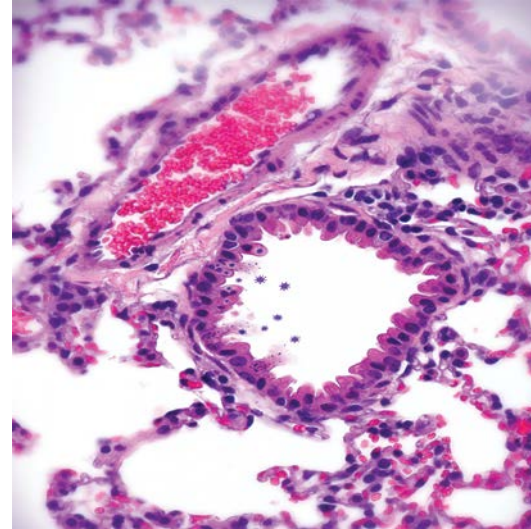
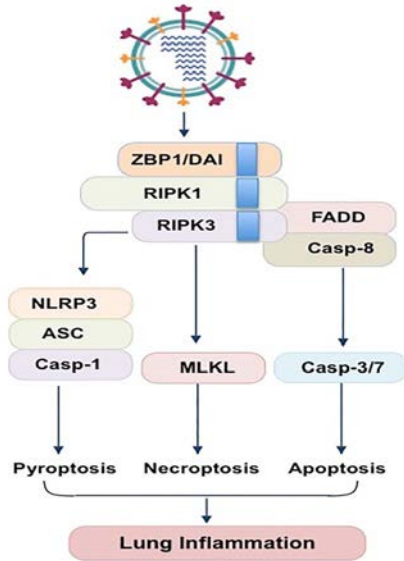
Infographics Represent Complicated Info; Do Well on Social Media



- Below is an infographic representing how to manipulate photosynthesis to increase plants' light-harvesting ability



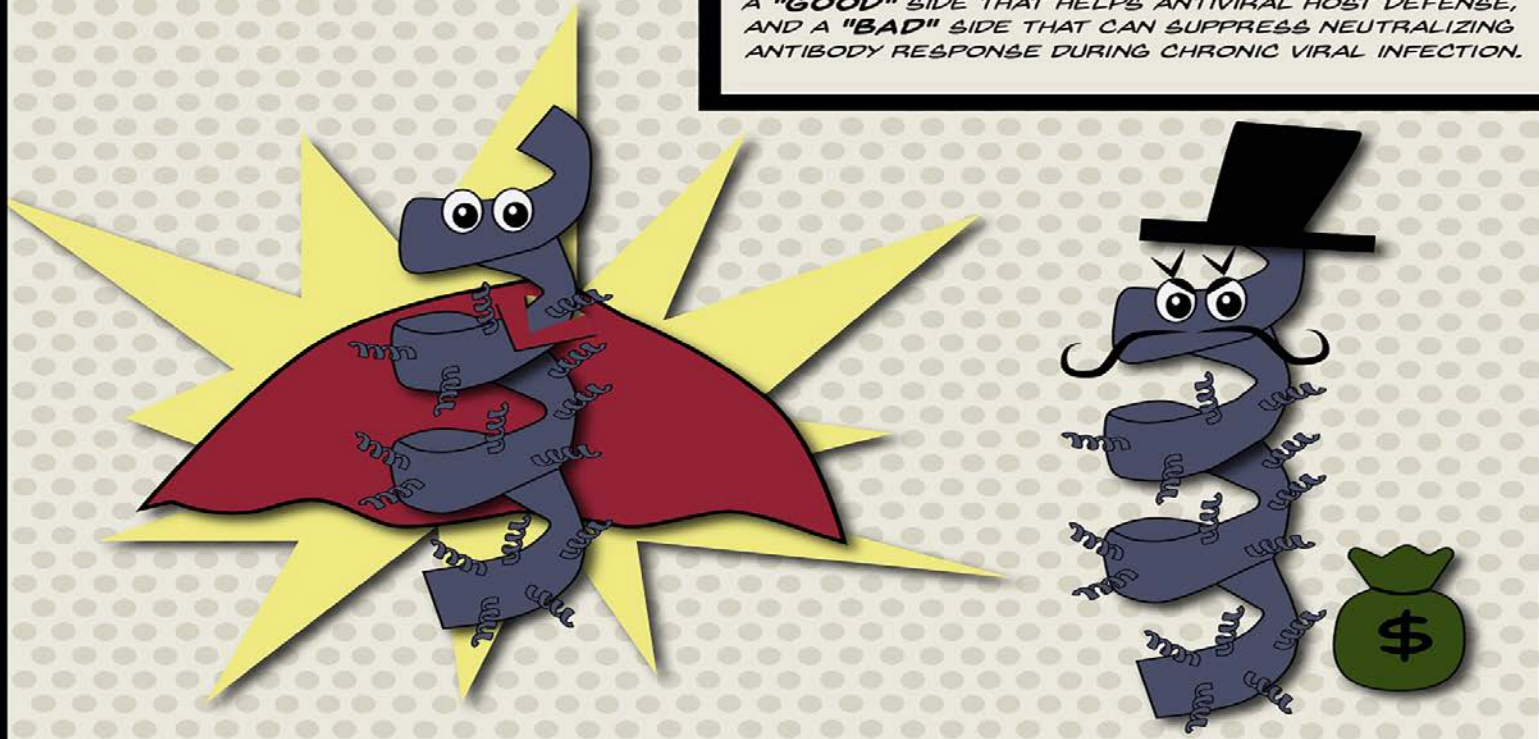
Visuals Should Serve Beat Reporters AND the Layperson



Select Fonts that Complement, Not Distract



*THERE ARE TWO SIDES TO THE PROTEIN **IFN- γ** :
A "**GOOD**" SIDE THAT HELPS ANTIVIRAL HOST DEFENSE,
AND A "**BAD**" SIDE THAT CAN SUPPRESS NEUTRALIZING
ANTIBODY RESPONSE DURING CHRONIC VIRAL INFECTION.*

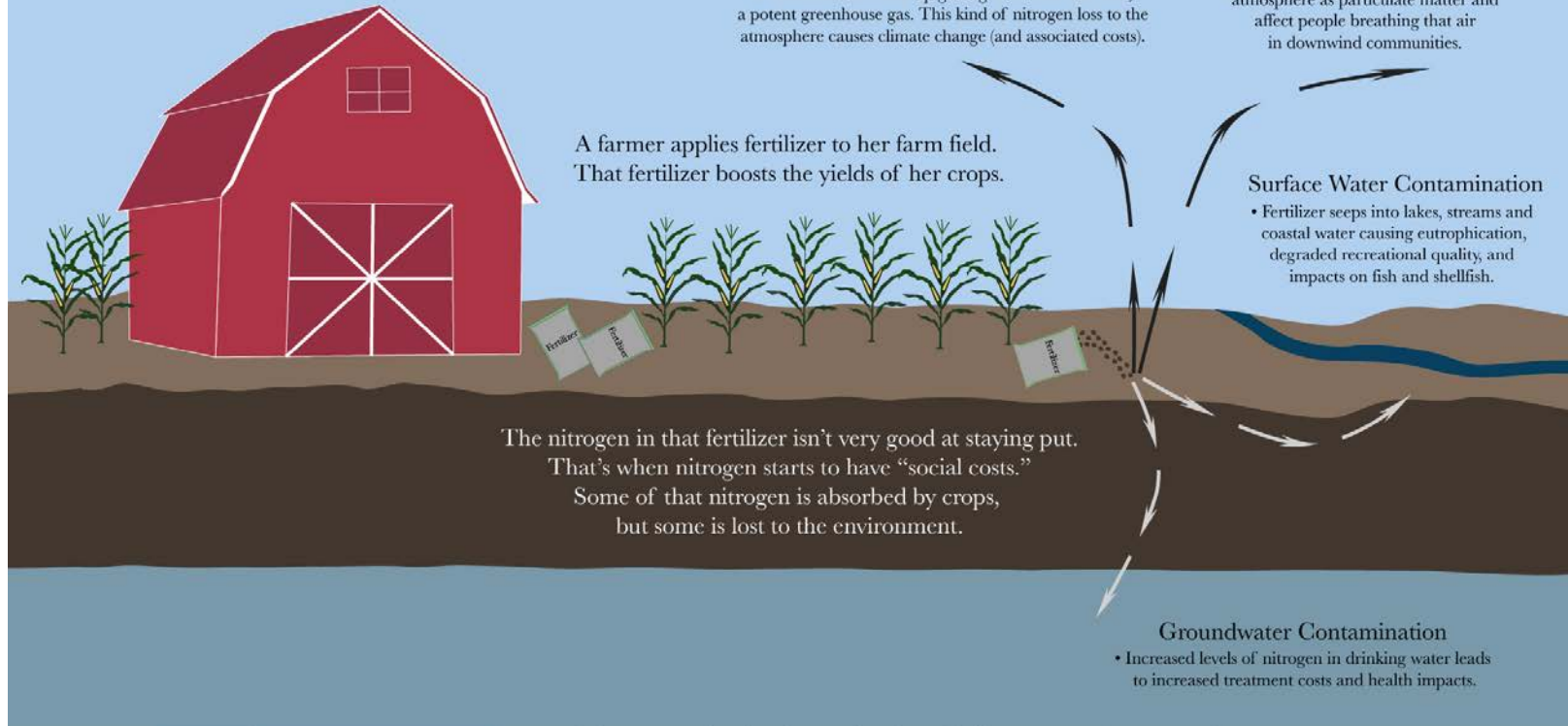


Fonts Available on Your Computer, and Online



Social Costs of Nitrogen Pollution

How does nitrogen cause problems for people?



Maintain Accuracy of Content, Even As You Simplify

- Maintain the accuracy of the content as you simplify
- Loop back to the researcher/subject to ensure nothing was misconstrued in the simplification process
- It's not only ok, it's exciting to have your creative work checked by others!



Accessible Design Tools For Creating Simple, Effective Graphics



- Adobe Creative Suite
- Piktochart
- Infogr.am
- Canva

Cultivate Relationships On Twitter

- 62% of U.S. adults overall now get news on social media sites like Twitter (Pew 2016 *State of the News Media Report*)
- Most science reporters are on Twitter, so it's a great place to develop relationships

"Twitter has become basically another major newspaper for me."

*-- Robin Lloyd, Scientific American news editor,
2013 EurekAlert! PIO seminar*

- Seek out reporter handles; recognize them for responsible coverage of your content with tweets incorporating their personal handles



Key Takeaways



- Create action-packed b-roll **video** for reporters; you can even do this with your iPhone!
- Capture **photos** of processes in action; if your contact gives you a headshot, ask them to go back and recreate a process shot
- Remind your source that **infographics** are options for particularly dense content; this can allow you to avoid charts/graphs
- Maintain the accuracy of your content as you simplify
- To **build relationships** with those who use your content, recognize their responsible coverage of your content on Twitter with their personal handles