

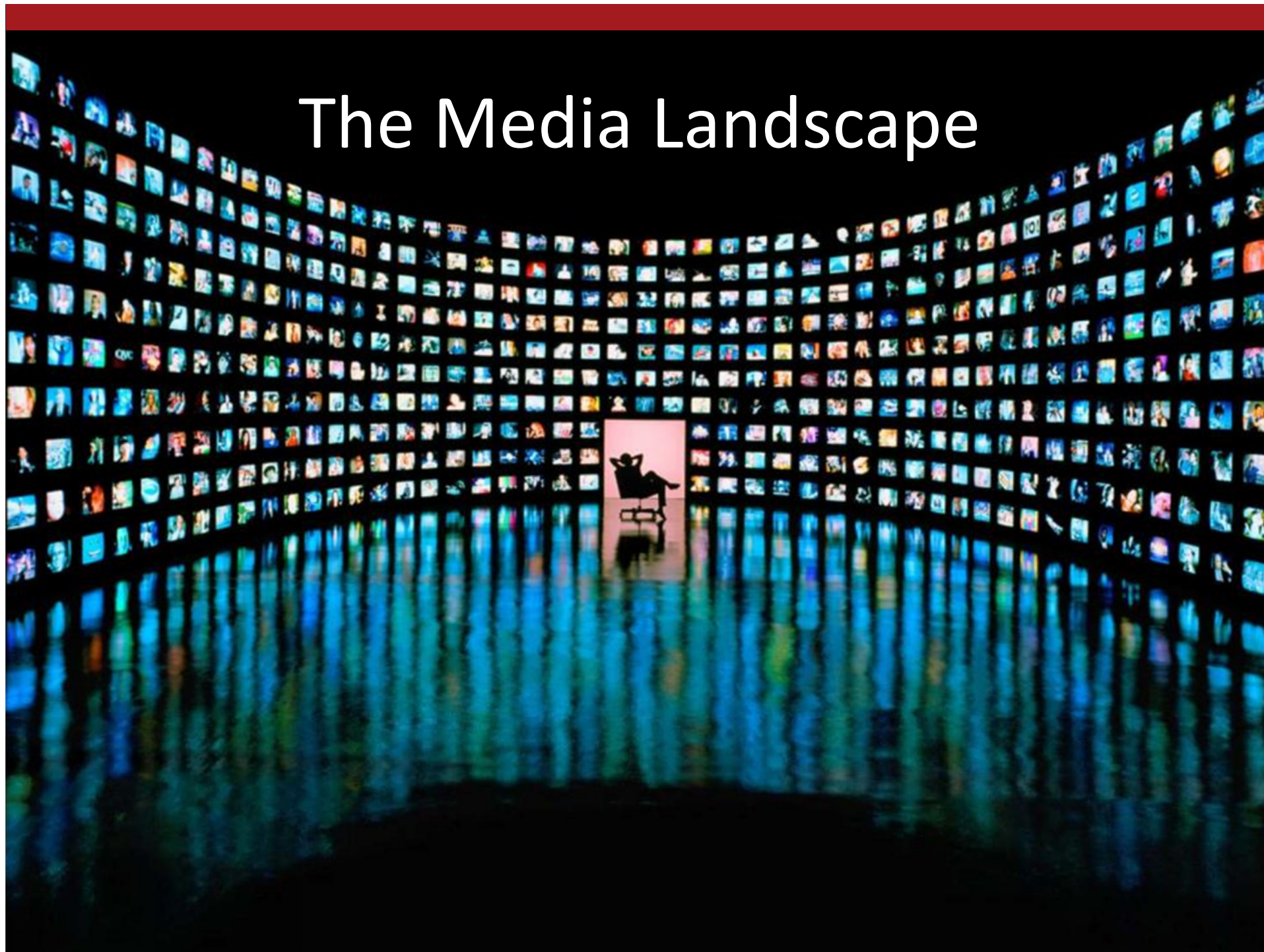


How to Engage the Media to Build Public Perceptions of Geoscience

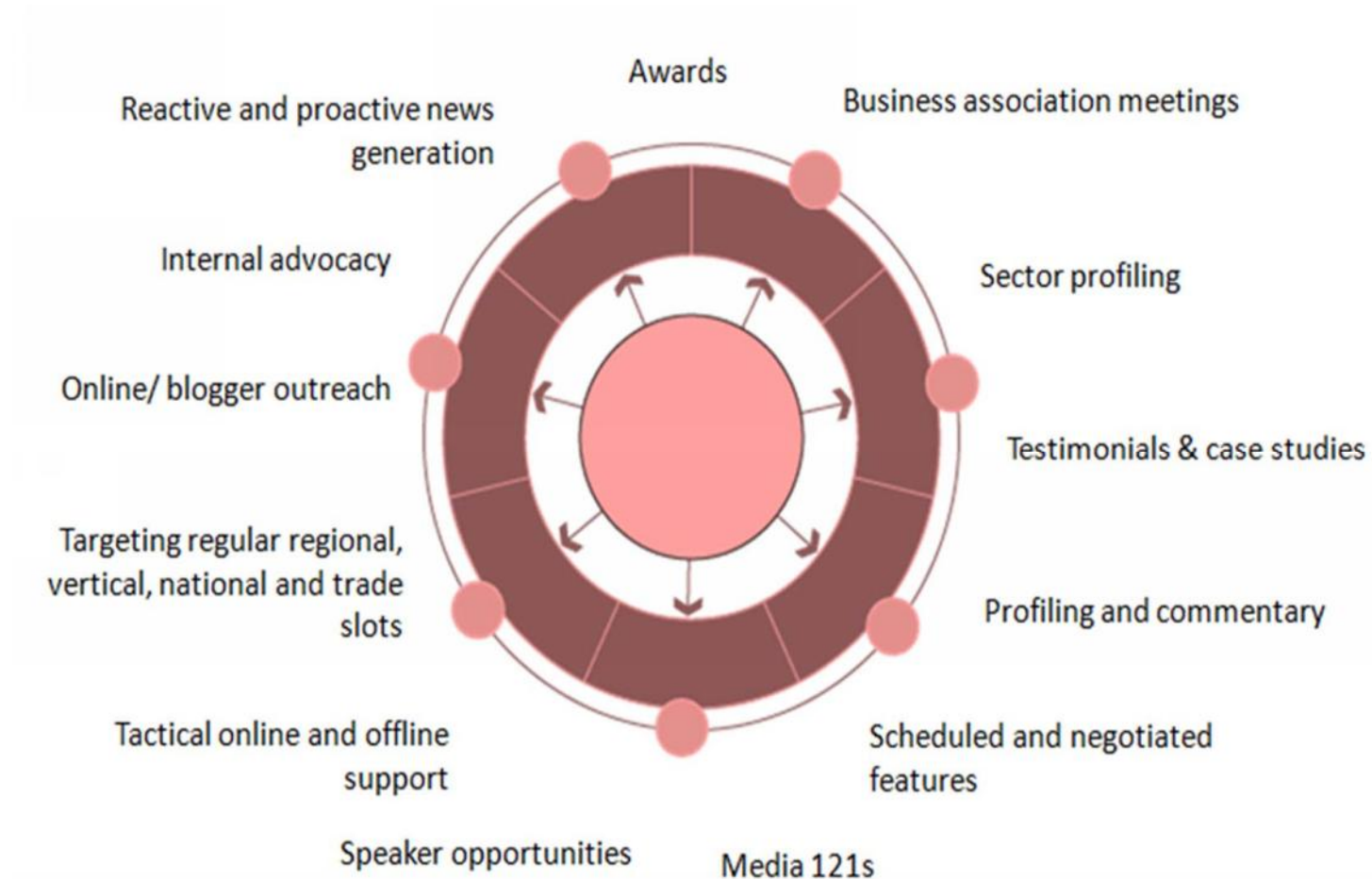
28th February 2014



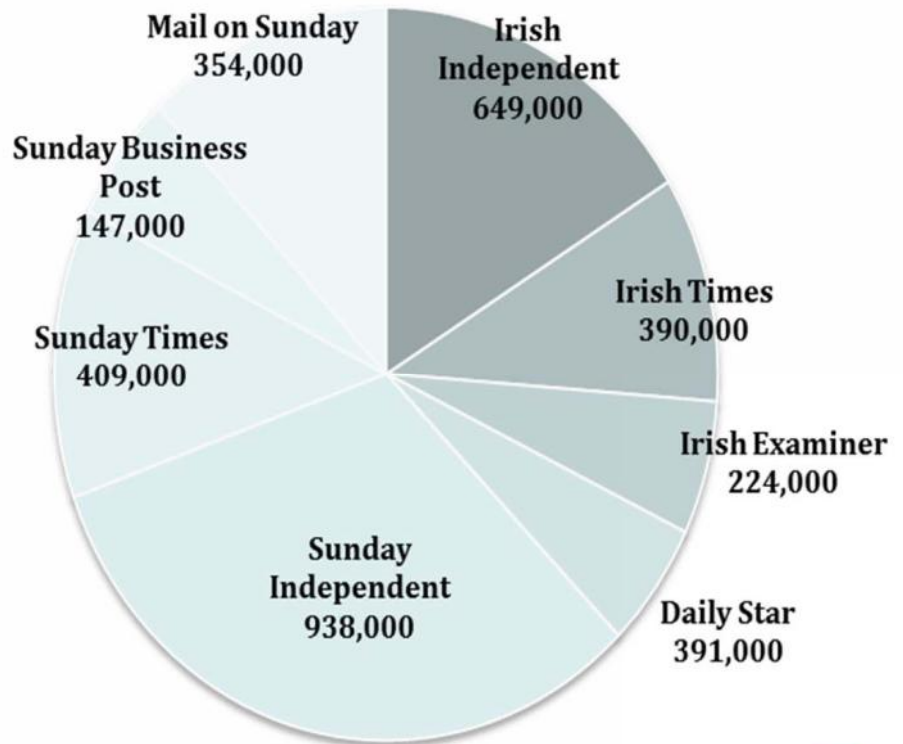
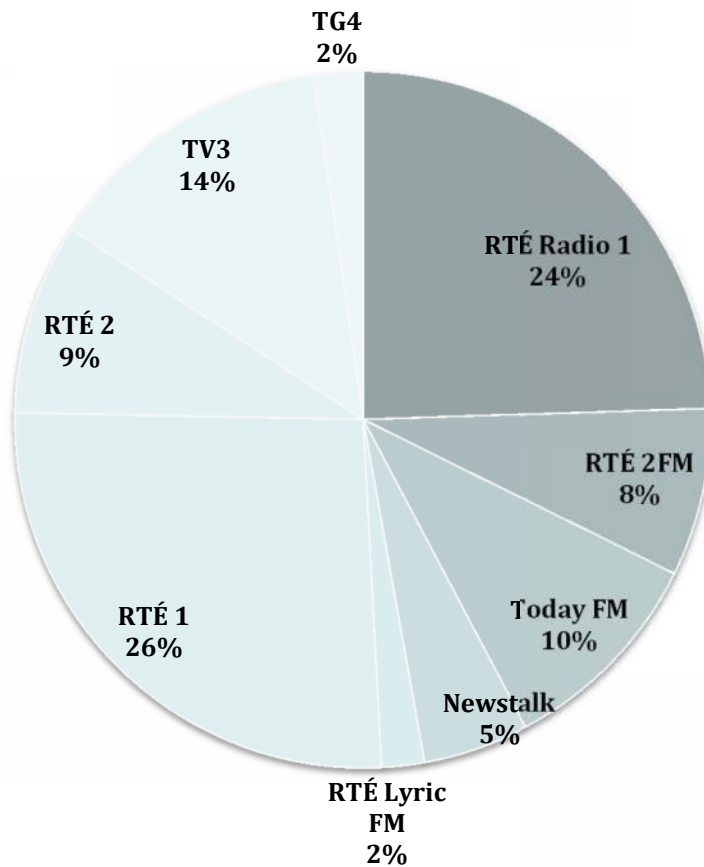
The Media Landscape



Tactics



Ireland – Radio, TV & Print



Northern Ireland

- News Letter, Irish News & Belfast Telegraph
- BBC One Northern Ireland, BBC Two Northern Ireland & UTV
- BBC Radio Ulster, Downtown/Cool FM, U105, Citybeat & Q Network

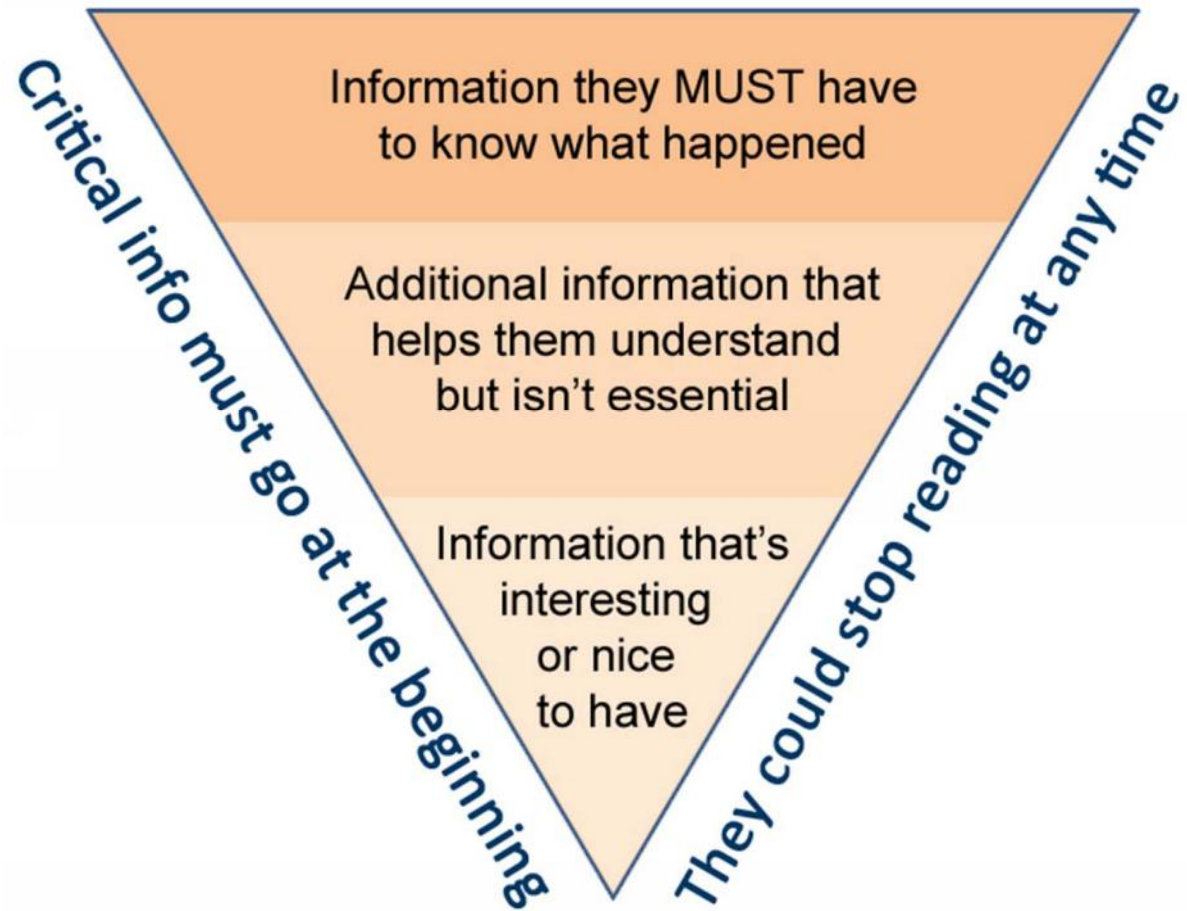


United Kingdom

- 14 daily papers
- 15 Sunday papers
- Specialist magazines
- Television & Radio
- Digital Services
- Internet/online media
- News agencies



Inverted Pyramid News Writing



Hard News - Fracking

- No fracking in Ireland until two-year study is complete (Irish Independent)
- NI could be at forefront of 'fracking revolution' amid huge opportunity for cheap energy (Belfast Telegraph)
- Fracking safety report unlikely to sway opponents (Irish Times)
- NI fracking decision 'Executive issue' says Foster (BBC)
- Fracking: It could be coming to YOUR back yard... Prime Minister David Cameron says the government is “going all out for shale” as part of its plan to boost Britain’s economy (Liverpool Echo).



Hard News - Sinkhole

Family car disappears
down 30ft sinkhole in
driveway (BBC)



Hard News - Flooding

Thousands of sandbags are being used to protect homes as more heavy rain and gale-force winds hit southern Britain (BBC)



The Anatomy of a Soft News Story

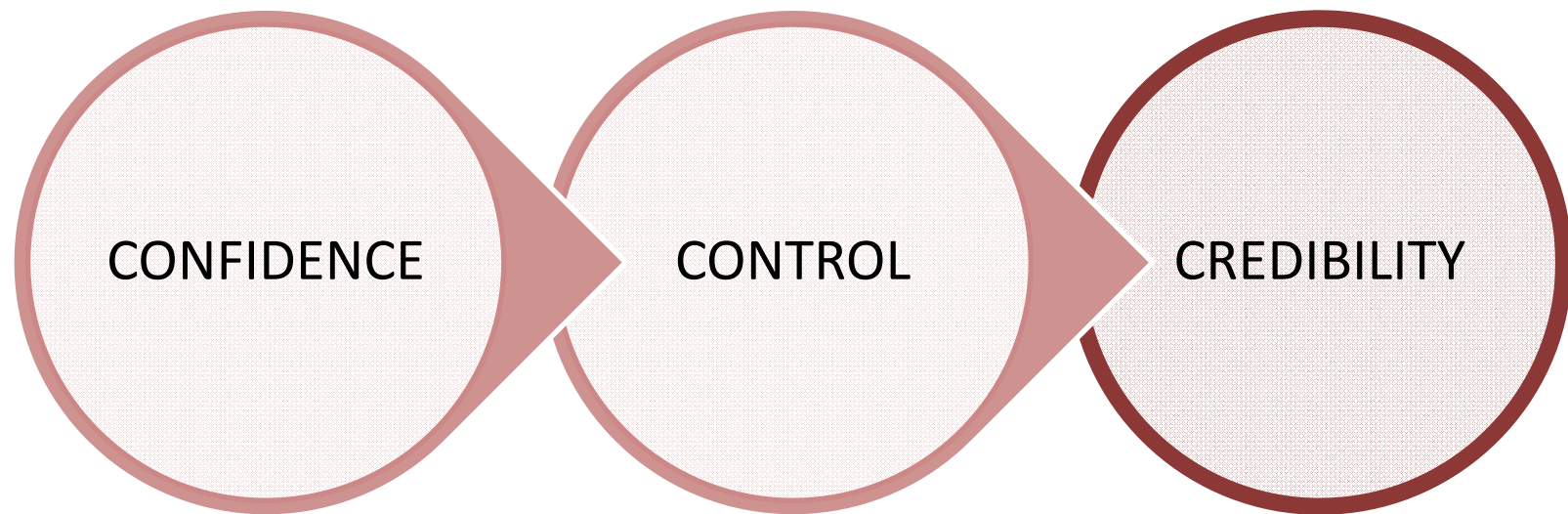
- Topical
- Local Interest
- Human Interest
- News hook/Fresh angle
- Reader Empathy
- Facts and Figures
- Quotes
- Visual Impact



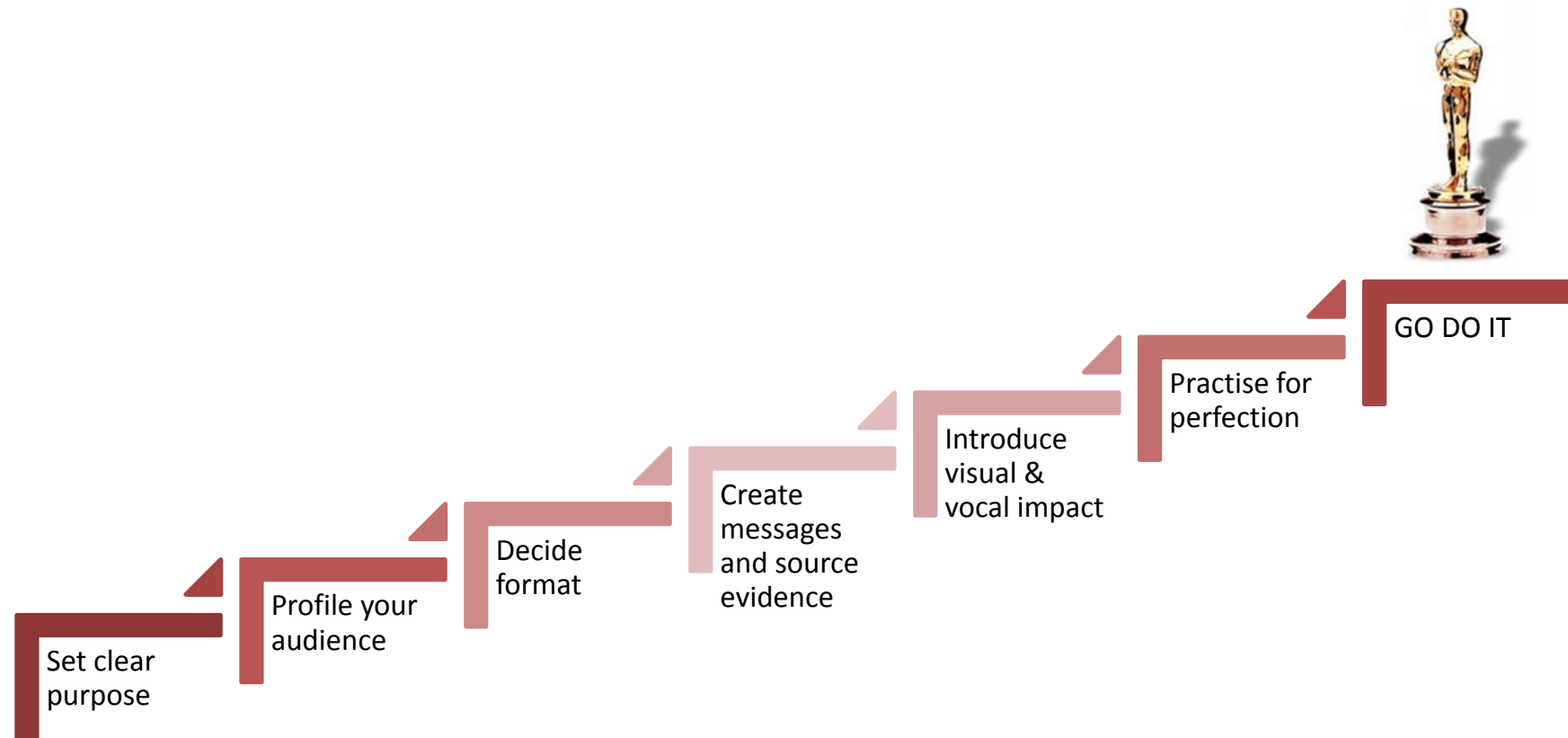
and his grandfather Dr Ian Meighan examine specimens they will be
the event at W5 in the Odyssey, Belfast on Saturday. The event
promises to be a thrilling finale to National Science and
encouraged to come along and get hands-on with
specimens and artistic activities



Interview Strategy



7 Tips for Success



Soft News - Tellus South West



Video: <http://www.bbc.co.uk/news/uk-england-23634921>



Messaging

Cornerstones 15%	Clusters 75%	Conclusion 10%
Headline Messages 1	Body of Evidence 1 2 3	Headline Summary 1
2	1 2 3	2
3	1 2 3	3



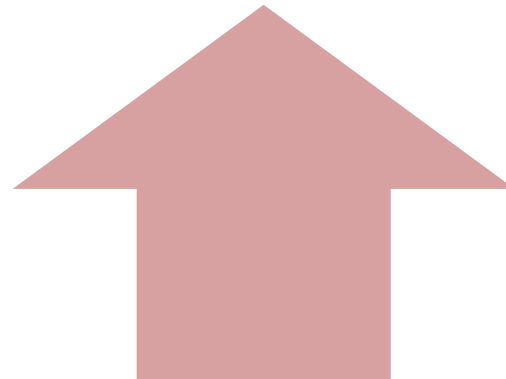
Trends



Soundbite
Journalism



News v
Entertainment





Windfarms

HEADLINES AGAINST

- This is the shocking map that shows **the relentless spread of wind turbines** across Northern Ireland's countryside (Belfast Telegraph)
- A key **NIEA department** has **blasted plans to build a huge wind farm** on Binevenagh mountain and sharply criticised the developer Windyfields Group for providing 'totally unacceptable' environmental information and attempting to 'disguise' the visual impact of its proposal (Binevenagh SOS)





HEADLINES IN FAVOUR

- New wind farm will generate electric power for 8,000 homes (Irish Times)
- The new turbines propelling us towards a greener future (Belfast Telegraph)
- Answer blowing in the wind after politicians praise new wind farm (News Letter)



Funding

1. What is the best possible outcome of the project?
2. Could you explain why the research is in the interests of the public?
3. Have you considered the impact of science – communications plan (KPIs)?



Practical Tips

- Do your homework
- Never go off the record
- Be prepared / get trained up
- Be pro-active (pitch, call, follow-up)
- Be available
- Nurture relationships
- Understand news and journalism
- Respect Deadlines
- Speak up
- Be visible
- Liaise with press office

