

# Impact Masterclass

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## Communication for increasing research impact

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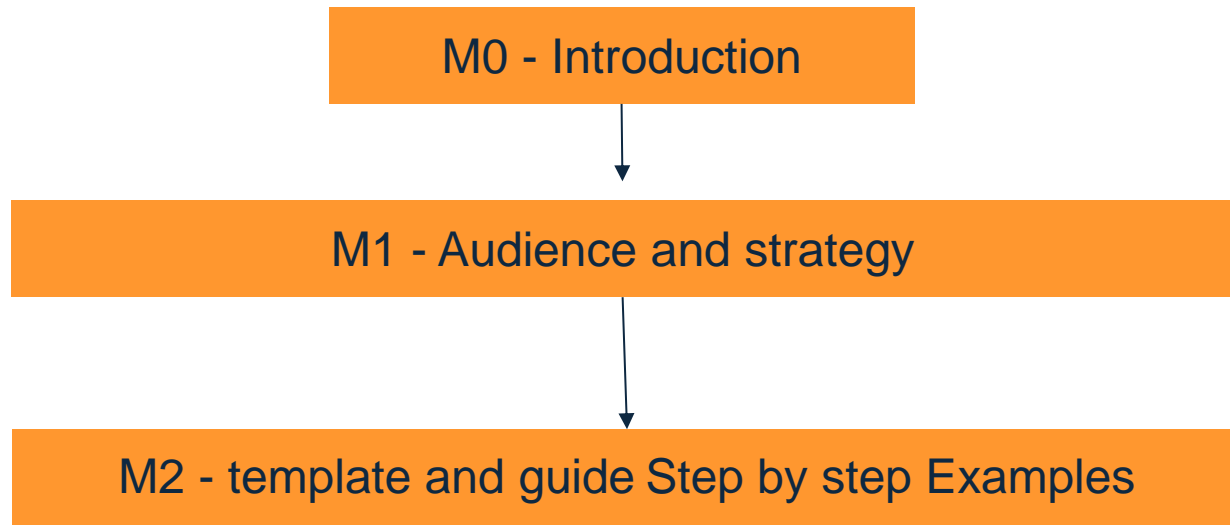
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AUSTRALIA

Commissioned by the International Energy Agency (IEA) Energy in Buildings and Communities (EBC) Technology Collaboration Programme (TCP) Steering Group

# Masterclass Structure

## Core learning modules



## Specialised short modules

M3 - Government  
and Industry

M4 - Public and  
Media

M5 - Strategic Social  
Media

## Resources

### Policy Brief

Writing Guide

Template

### Executive Summary

Writing Guide

Template

Communication Insights and  
Useful Resources

Workbook

# Module 4 - Public and Media

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# Structure of Module 4

- Aims and outcomes
- Case study: how public opinion influenced waste policy
- Understanding people and the main drivers for public opinion
- Types of media
- Main drivers for media
- Case study: Great Barrier Reef
- Opinion stories in newspapers
- Strategic approach to reaching the public and media

# Aims and Outcome

## Aims:

- To gain an understanding of how media and public perception can influence policy.
- To learn how to adapt your writing to reach a broader public audience through media.

## Outcomes:

- To understand the difference between the information needs of public and media.
- To understand the resources you have or will need to reach them.

# Case study - Why you needed to understand them

Plastic bags, computer and TV waste, building waste:

- Which is the most significant waste issue?
- Which got more media and public attention?



# Understanding people: the main drivers for the public

“Wow! Look at that!” – use **vivid** colours and images

“I don’t want more bad news” – careful of language **tone**

“Give me grounded things I have control over” – provide **actionable** ideas

“I have a million other priorities and am just so tired” – make ideas either **easy** or **irresistible**



Do you want awareness or action?

Do you want members of the public to care about the issue (creating public support for policy change) or to do something, or both?

People want to know how:

- How will this affect me?
- What's in it for me?

Humans are human! Visual and emotional.



# Principles for broad public communication

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Clarity and simplicity – make it understandable

Relevance and context – make it relate to my life

Accuracy and integrity – make it believable

# Case study - Public research impact

1 balloon - 50g CO2



<https://www.youtube.com/watch?v=Gsl1ro3zc30>

[https://visualizingclimatechange.wordpress.com/wp-content/uploads/2014/12/capture-d\\_c3a9cran-2014-12-14-c3a0-19-23-43.png](https://visualizingclimatechange.wordpress.com/wp-content/uploads/2014/12/capture-d_c3a9cran-2014-12-14-c3a0-19-23-43.png)

Clarity and simplicity - black balloon make invisible visible

Relevance and context - number of balloons per everyday activities

Accuracy and integrity - driven by government organisation

Newspapers, magazines and online

- They want an interesting topic
- They need pictures or graphics and someone to interview

Radio & podcasts

- They want someone to interview

Television

- They need something to film and someone to interview

What do you have to support telling your story?

## What drives media:

- Profit motive: large audience figures to attract advertising dollars
- Altruistic motive: “speak truth to power”
- Influence motive: owners want political or public influence

# News values: what makes a story “newsworthy”?

- Impact
- Timeliness
- Prominence
- Proximity
- the Bizarre
- Conflict
- Currency
- Human interest.

# Case study – Great Barrier Reef

## Health & Science

In the News Venezuelan election Nats-Cardinals iPad mini Danny DeVito split Mila Kunis



'Hope is not a strategy'



25 Richest, 25 poorest in Congress

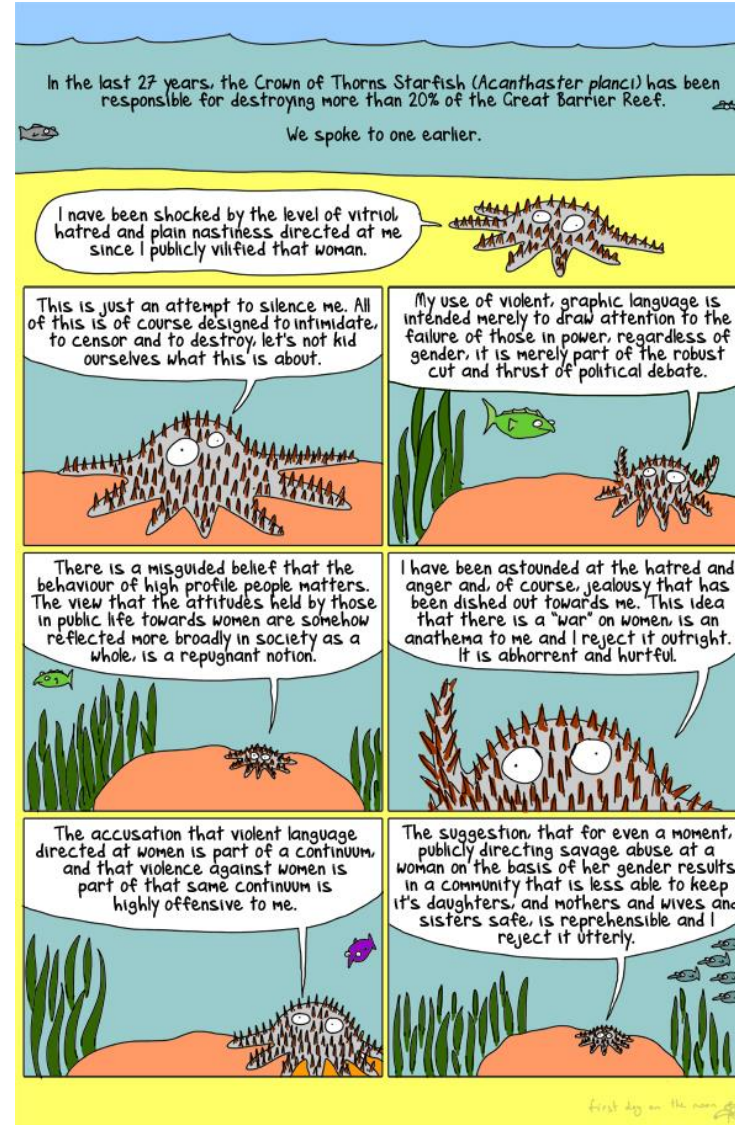


Eee corr

### Great Barrier Reef has lost half its corals since 1985, new study says



View Photo Gallery — Great Barrier Reef has lost half its coral: A new study shows that the reef has lost more than half its coral cover since 1985, spurred by factors such as hurricanes, coral-eating starfish and coral bleaching.



## Newspapers: opinion stories

- Editorial section of newspapers includes the objective reporting written by journalists.
- Opinion section includes articles written by guest writers who have an informed opinion.



## Strategic approach to public and media

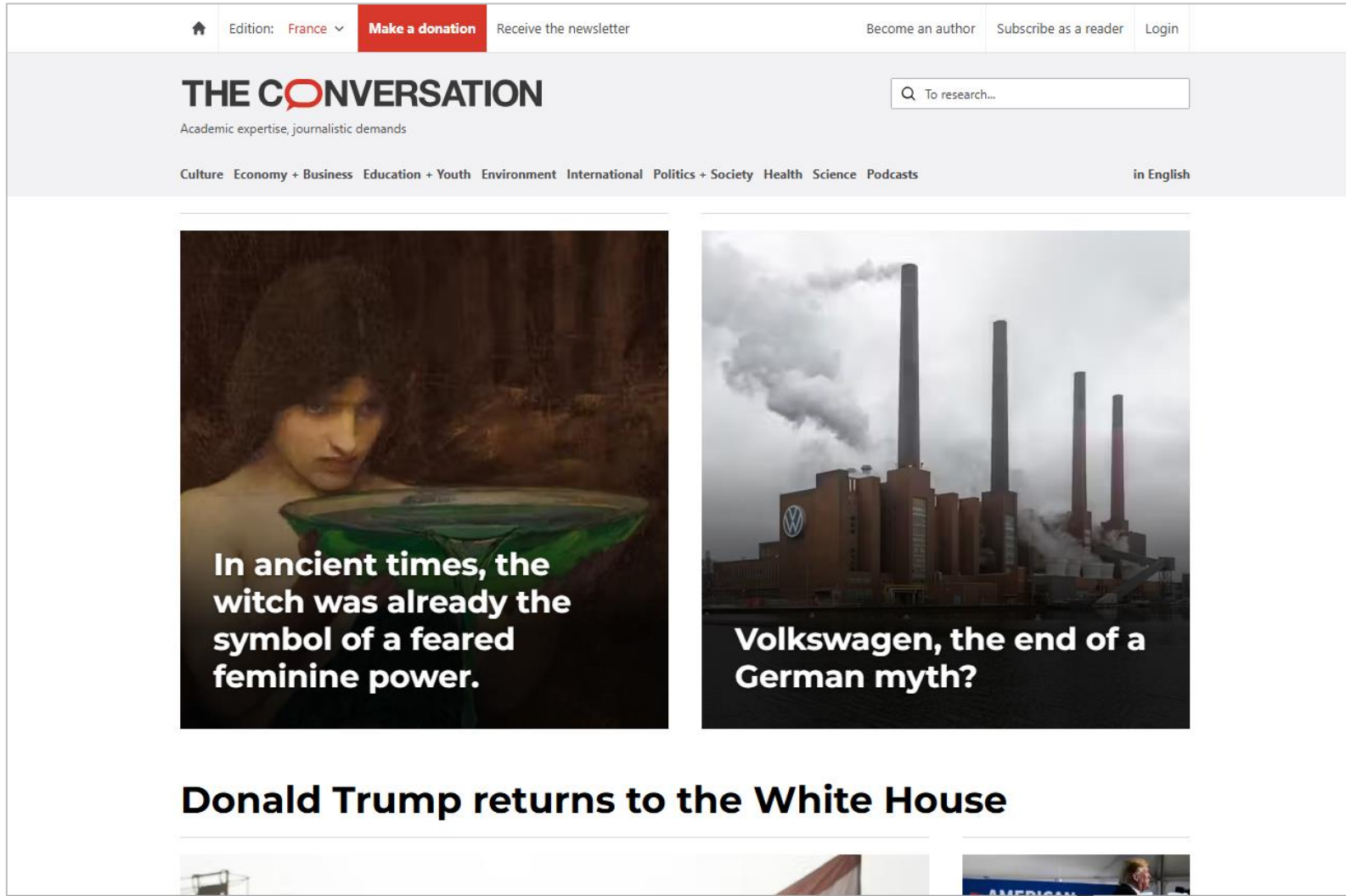
Decide if your policy brief or executive summary can be repurposed for:

- a media release
- an opinion article

Work with your university or institute media and communication team.

# Write for *The Conversation*

<https://theconversation.com/>



The screenshot shows the homepage of 'The Conversation' website. At the top, there is a navigation bar with a home icon, 'Edition: France' with a dropdown arrow, a red 'Make a donation' button, and links for 'Receive the newsletter', 'Become an author', 'Subscribe as a reader', and 'Login'. Below this is the site's logo 'THE CONVERSATION' with the tagline 'Academic expertise, journalistic demands'. A search bar with the placeholder 'To research...' is positioned to the right of the logo. A horizontal menu lists various topics: Culture, Economy + Business, Education + Youth, Environment, International, Politics + Society, Health, Science, and Podcasts. On the right side of this menu, it says 'in English'. The main content area features two large article thumbnails. The first thumbnail shows a woman's face and a glowing green orb with the text 'In ancient times, the witch was already the symbol of a feared feminine power.' The second thumbnail shows a large industrial factory with several tall smokestacks emitting smoke, with the text 'Volkswagen, the end of a German myth?'. Below these thumbnails, a headline reads 'Donald Trump returns to the White House' with a small image of a person in a blue shirt.

Global ▾

Africa

Australia

Brasil

Canada

Canada (français)

España

Europe

France

Indonesia

New Zealand

United Kingdom

United States

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## Next – Module 5 – strategic social media