Impact Masterclass

Communication for increasing research impact

Tanya Ha - Science in Public
Caroline Pidcock - Alchemy colab director
Dr Dominique Hes - academic, author and policy advisor

AUSTRALIA

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Masterclass Structure

Core learning modules

M0 - Introduction

↓

M1 - Audience and strategy

↓

M2 - template and guide Step by step Examples
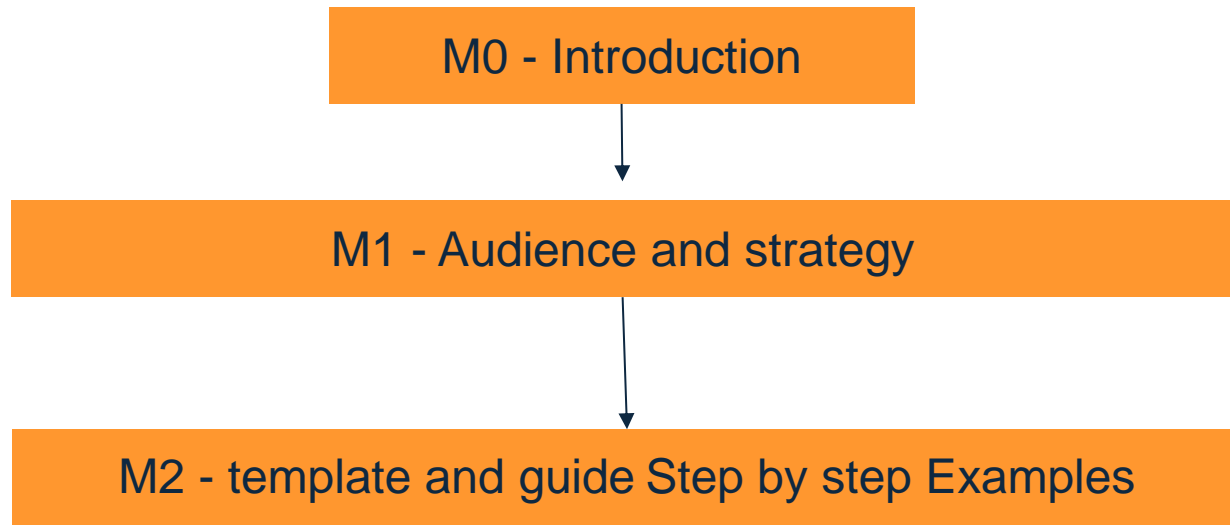
Specialised short modules

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

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?

"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.

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=GsI1ro3zc30

https://visualizingclimatechange.wordpress.com/wp-content/uploads/2014/12/capture-d_c3a9cran-2014-12-14-c3a0-19-23-43.png

Case study - Principles

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?

Drivers for media

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

- Impact

- Timeliness

- Prominence

- Proximity

- the Bizarre

- Conflict

- Currency

- Human interest.

Case study – Great Barrier Reef
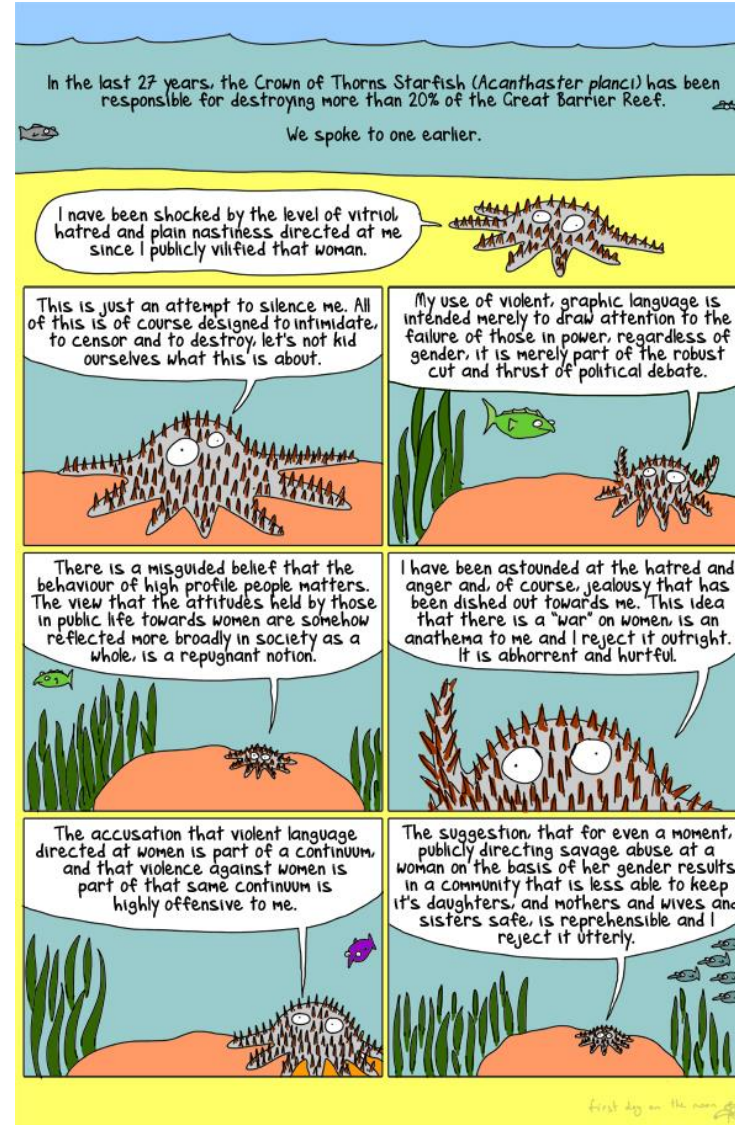
- Editorial section of newspapers includes the objective reporting written by journalists.

- Opinion section includes articles written by guest writers who have an informed opinion.
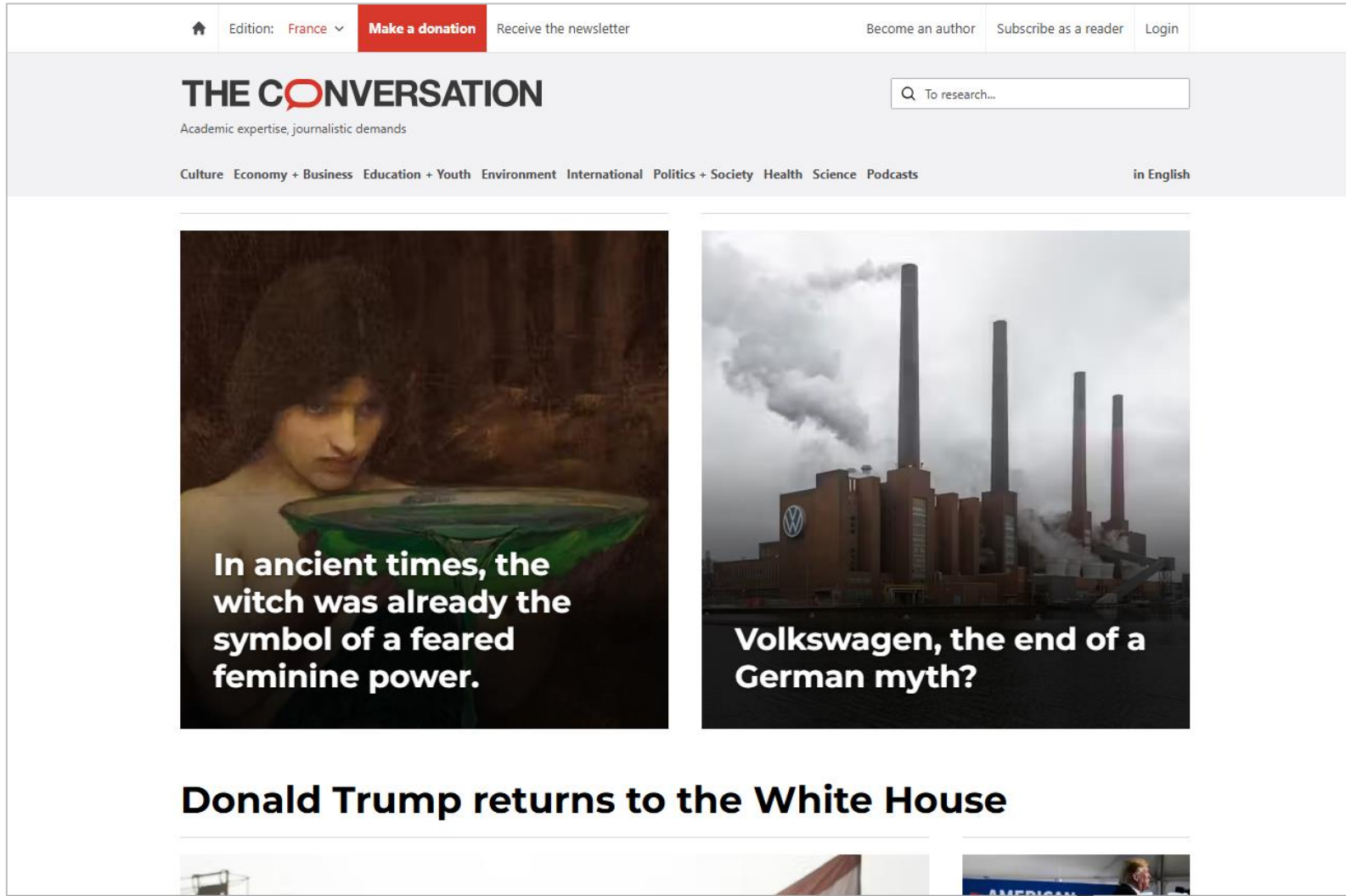
Decide if your policy brief or executive summary can be repurposed for:

- a media release

- an opinion article

Work with your university or institute media and communication team.

Write for *The Conversation*

https://theconversation.com/

Next – Module 5 – strategic social media