



What Is News?

news.arizona.edu



Stolen painting returns home to UArizona

Sept. 27, 2022

ARTS AND HUMANITIES

FEATURED STORIES

Scientists identify potential source of 'shock-darkened' meteorites, with implications for hazardous asteroid deflection

Today

SCIENCE AND TECHNOLOGY

New UArizona center focuses on safety, sustainability and security in space

Monday

SCIENCE AND TECHNOLOGY

UArizona recertified with Seal of Excelencia for service and commitment to Latino students

Sept. 30, 2022

CAMPUS NEWS

More Media Than Ever

1970s

- Radio, newspapers, broadcast television, billboards.
- Average American exposed to 500-1,600 media messages per day.

2020s

- True multimedia, anywhere and everywhere.
- Average American exposed to 6,000-10,000 media messages per day.

A collection of words and phrases related to digital technology and social media. The words are rendered in a hand-drawn, textured font style and are arranged in a dense, overlapping pattern that recedes into the distance, creating a strong sense of perspective. The text is oriented in various directions, generally following the diagonal of the image. The overall aesthetic is busy and modern, representing the interconnectedness and data-driven nature of the digital age.





How Can You Help?

We Need You!

- People need reliable information
- Help inform broader conversations
- Improve relations with stakeholders
- Programs benefit from publicity

How Can You Help?

It's Challenging

- Limited opportunities to engage
- Short attention spans
- Competing messages
- Taken out of context
- Internet outrage

How Can You Help?

Benefits > Challenges

- Reputation counts. Good earned media can help brand you and your program.
- Strategic communication helps you reach the people you care about.

What Is News?

News vs. Information

- Immediate. (News is now, or in the not-too-distant future.)
- Impacts many people in some way
- Innovative. (What can we do now that we couldn't do before?)
- Interesting. (A unique look at the human condition.)
- Outcomes, not process

What Is **NOT** News?

Important To You \neq News

- Most award stories are not news
- Agency cooperation and people working together? (interdisciplinary)
- Anything “braggy” (the best higher educational system in the world...)

Earned Media vs. PR

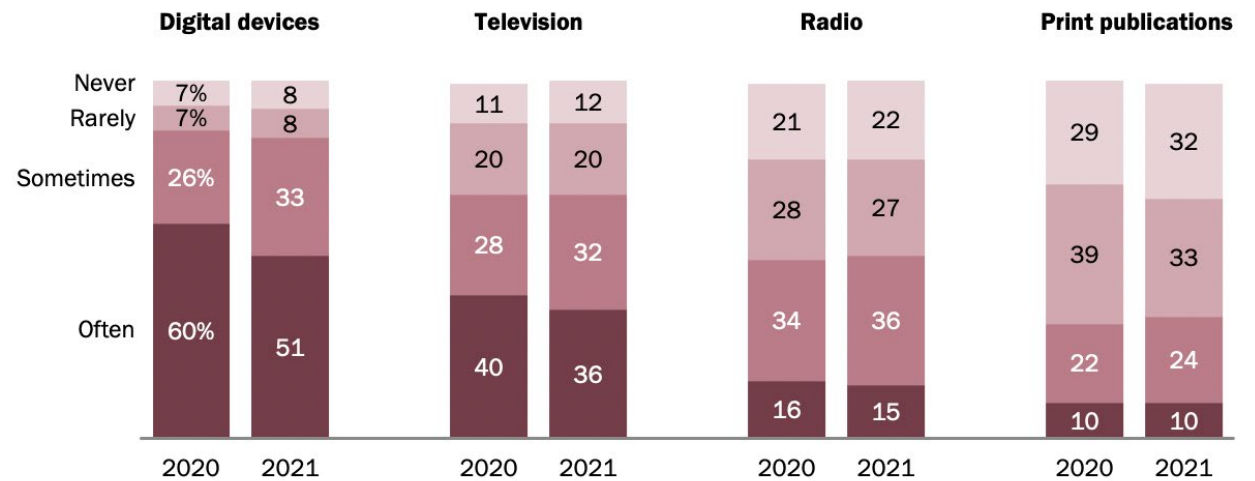
Who Tells Your Story?

- **Public Relations: Telling your own story. Engaging your own audiences.**
- **Earned Media: A trusted/impartial person/entity tells your story for you**
- **Third-party validation + ‘The Halo Effect’**

Where Is The Audience?

News consumption across platforms

% of U.S. adults who ___ get news from ...



Note: Figures may not add up to 100% due to rounding.

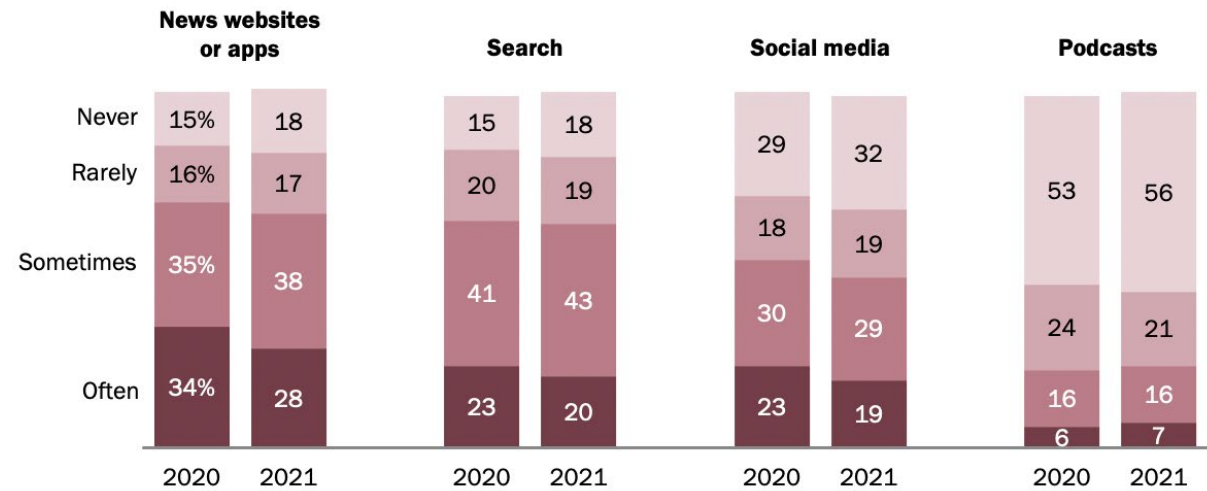
Source: Surveys of U.S. adults conducted July 26-Aug. 8, 2021 and Aug. 31-Sept. 7, 2020.

PEW RESEARCH CENTER

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PEW RESEARCH CENTER

Where Is The Audience?

% of U.S. adults in each demographic group who say they prefer ___ for getting news

	Television	Radio	Print publications	Digital devices
Total	36%	7%	5%	50%
Men	31%	9%	5%	53%
Women	41%	6%	5%	46%
Ages 18-29	11%	5%	3%	77%
30-49	26%	8%	3%	62%
50-64	48%	8%	4%	38%
65+	57%	5%	12%	24%



JOURNALISTS

Who Are Journalists?

All journalists are not the same

- Television reporter
- Online writer/blogger/new media
- Daily newspaper
- Trade magazine
- National outlet/wire service

Who Are Journalists?

Journalists are ...

- Usually friendly people (who are not necessarily your friend)
- Naturally skeptical
- Short on time (always on deadline)
- Smarter than you think (but always asking questions)

Who Are Journalists?

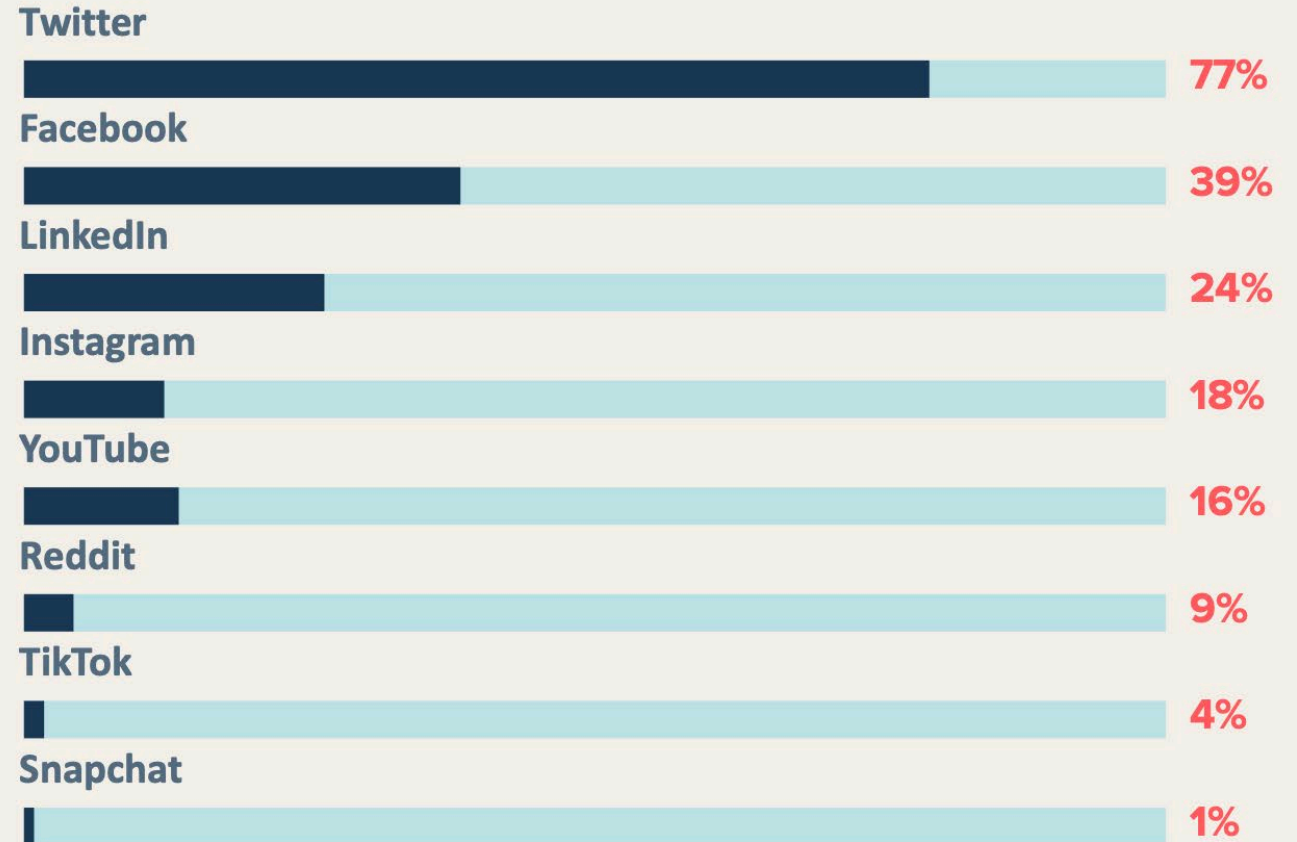
Journalists want ...

- A good story – as many of the elements as they can capture
- GREAT quotes
- The feeling that they understand the issue after 20 minutes as well as you do after 20 years.

More journalists value Twitter, LinkedIn, Instagram, Reddit and TikTok

Compared to last year, more journalists value Twitter (**77%** vs. **76%**), LinkedIn (**24%** vs. **23%**), Instagram (**18%** vs. **15%**), Reddit (**9%** vs. **7%**) and TikTok (**4%** vs. **2%**).

What social network is most valuable to you as a journalist?



60% of journalists say their relationship with PR pros is mutually beneficial

This year, more journalists call their relationship with PR pros a partnership (**8%**) vs. last year (**6%**).

Fewer say the relationship is antagonistic (**16%** vs. **18%** last year) and fewer say it's a necessary evil (**16%** vs. **17%** last year).

Do you generally see your relationship with PR teams and people at PR agencies as:

A partnership



Mutually beneficial, but not quite a partnership



Antagonistic, but not inherently a bad thing



A necessary evil



How Do You Get Coverage?

Two simple rules

- Have something to say
- **BE AVAILABLE**

A close-up photograph of a hand holding a green plant stem. The background is a bright, sunlit area with blurred green foliage, creating a bokeh effect. A large white diamond shape is overlaid on the right side of the image, containing the text.

Cultivating the Message

Identify Good Stories

- Is it peer-reviewed research?
- Is it timely/relevant to current events?
- Is it tied to an institutional imperative?
- Does it distinguish the university nationally or globally?
- Does it have immediate real-world impact?

Identify Your Audience

- Who do you want to reach?
- What do you want them to know?
- What do you want them to do when they know it?

Craft Your Message

- Identify key points
- Collect supporting evidence
- Make it memorable
- Anticipate and answer the tough questions

Key Points

- Start with the conclusion (key message)
- Three points maximum
- Framing is important

Make It Relatable

- How does this affect your audience? (head, heart or pocketbook)
- Use real-life anecdotes or examples
- Talk about impact
- Keep it simple. “Tell your parents.”

Work The Numbers

- **Compare with the familiar**
 - A spacecraft the size of a van.
 - A wearable device that's thinner than a piece of paper.
- **Use irony when appropriate**
 - In Arizona, a childcare worker makes \$10 per hour and a prison guard makes \$18.

Make It Memorable

- Quotable quotes

“I've never seen anything like it. It's extremely eerie and weird.”

– UArizona professor David Soren on the discovery of a “vampire burial.”

Prepare For The Worst

- Anticipate and write answers to the questions you hope you don't get asked
- When in doubt, ask for help

Working With Journalists

Remember...

- Time is limited – be concise
- Deadlines are short – be responsive
- No questions in advance or reviews after

On-Camera Interviews

- Dress in professional/business attire.
- Assume you will be visible from head to toe.
- Wear solid shirts/blouses.
 - Blues, purples, reds, greens, pastels or neutrals
- Avoid wearing solid whites or logos.
- Do NOT wear see-through materials.
- Keep jewelry to a minimum.
 - Smaller is better.

Virtual Interviews

- **Computer with camera/mic.**
- **Find a quiet space.**
 - Close programs that have alerts.
- **Aim camera at eye level.**
- **Neutral background. No movement.**
 - No copyrighted images.
 - No virtual backgrounds.
- **Check the lights.**
 - No backlighting.

Activity: Pitch Your Story

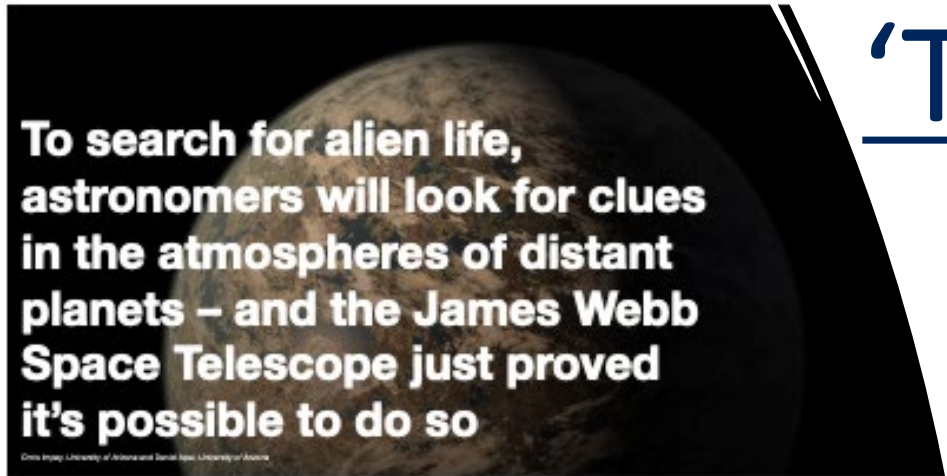
- Choose your topic.
- Identify the audience.
- Create key messages and supporting points.
- Anticipate tough questions.
- Make it memorable.
- Elect a spokesperson.
- Stand and deliver.

When To Call Us

- When you have a story idea. The sooner we hear the better.
- When you don't recognize a reporter or outlet
- When a story requires a correction
- When there's a problem on social media (call Emily Stulz!)
- Anytime you have questions. We are here to help!



'The Conversation'



To search for alien life, astronomers will look for clues in the atmospheres of distant planets – and the James Webb Space Telescope just proved it's possible to do so



Enriching uranium is the key factor in how quickly Iran could produce a nuclear weapon – here's where it stands today



James Webb Space Telescope: An astronomer explains the stunning, newly released first images



Manuscripts and art support archaeological evidence that syphilis was in Europe long before explorers could have brought it home from the Americas



Gut bacteria nurture the immune system – for cancer patients, a diverse microbiome can protect



It's getting harder for scientists to collaborate across borders that's bad when the world

- Representatives will be on campus Oct. 19-20 to discuss:
 - Effective pitching
 - How to leverage your article into more media opportunities
- Mission statement:
 - The Conversation seeks to promote truthful information and strengthen journalism by unlocking the rich diversity of academic research for audiences across America.



18%

used articles or metrics as part of grant or funding

21%

influenced policy by a decision maker



14%

were invited to speak or present at a conference

45%

received a request to be interviewed by a radio outlet

40%

received a request to be interviewed by a print outlet

18%

received a request to be interviewed by a TV outlet



26%

saw an increase in citations of their scholarly articles

43%

had opportunities for other academic collaboration



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THANK YOU!

