

# INFORMATION FOR COMMUNICATORS ON THE STARTER KIT

Dear communicators at research institutes and universities,

This cover sheet is for your information and does not constitute part of the actual starter package.

The starter package itself targets researchers. It seeks to provide them with information on science communication at the institutions in which they are working, such as a list of contacts in the communications department, information on regular public events, continuing education opportunities and so on.

This package aims to ensure that science and communications go hand in hand. To this end, we at the National Institute for Science Communication (NaWik) have collated initial content and suggestions to put together this package.

As communicators you are free to adapt, refine or augment this content to suit the communication strategy at your own institution. Visit [www.nawik.de/starterpaket](http://www.nawik.de/starterpaket) to download a pdf of this content free of charge.

The NaWik Team



# WELCOME!

We would like to welcome you as researchers to our institution and wish you every success with your projects!

The following information is designed as a guide to your communication with the public and the media.

We hope this exchange – not least with us – will prove fruitful!



# Your contacts at our institution

We are looking forward to welcoming you as our partners in communication with the press and public. We'll be pleased to support you. Don't hesitate to contact us if you have any questions or ideas and would like to play an active role in science communication.

## Press releases

Name \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

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## Events

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## Online / social media

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## Internal communications

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## Other contacts



## Regular events

We regularly organise events for citizens and involve them in the conversation about our research activities. In order to do so, we need your support. Here you will find some of our regular events. Join us! Get in touch!

- Open day
- Children's uni – lectures and workshops
- Citizens' dialogues
- Science slams
- Long night of science
- ...

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Would you like to organise an event of your own? Make contact with us. We'll be pleased to help you.





# Tips on communicating with the media

You can always get in touch with us if you are approached by the media. We'll help you to prepare an interview or off-the-record discussion. Feel free to ask us for support! You will already find more tips on our website.

And you might want to take advantage of one of our regular media training sessions to gear up for your contact with the media.

**Visit our website for more detailed tips**

www.

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- Press information
- Dealing with the media
- Newspaper interview
- Radio interview
- TV appearance
- YouTube videos
- ...

**For the dates of the forthcoming media training sessions visit**

www.

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# Incentives and recognition for you

You communicate actively with the public and the media.

Speak to us. On the basis of specific quality criteria, we provide support for science communication activities, including subsidies. Moreover, we have a budget for trainings in science communication for researchers.

In accordance with their expertise, we are pleased to include researchers in our expert database which we use for press enquiries and other communication activities.

Let us know when, how and where you are involved in science communication.

- In our inhouse magazine we have a regular “Involved” column where we report on these kinds of activities.
- Or apply for our inhouse Award for Science Communication.

**Further ideas ...**

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## Additional qualifications for you

We regularly organise media training sessions for researchers as well as writing seminars, slam workshops and more – because people have to learn how to converse with the public and the media.

**For additional information visit....**

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**Or ask us**

if you would like to organise a continuing education session yourself – a retreat as part of a graduate school, for example, or something else: We'll be pleased to help you and recommend contacts inhouse or at established institutes that offer appropriate courses



## Our social media activities

We are present on diverse social media. Follow us and share our information with others. You are also welcome to draw our attention to content you think should be shared.

**You will find us at...**

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# Social Media Guidelines

Are you keen to tweet, blog or share images on Instagram?  
We support this and encourage you to talk to us about it.

## **You are a bridge to us**

On many social media it is usual to mention your own place of work. You can certainly do so. But do note that even as a private individual you will be perceived by the public as a representative of this institute..

## **Comments on the institute**

If you encounter positive or negative comments about the institute, please inform us and do not comment yourself without having spoken to us first.

## **No legal protection through the institute**

Whenever you are using social media you should be aware of legal standards such as copyright, protection of privacy etc. because you yourself are legally responsible for your interactions!

Visit [XYZ.de/socialmedia-guidelines](http://XYZ.de/socialmedia-guidelines) for more information on our Social Media Guidelines

## **Safe online journey!**

We wish you every success with your social media activities which will depend on observing some simple ground rules:

- Share things that are worth knowing.
- Quality comes before quantity.
- Be open in case of errors in communication.



## Formulating clearly

The easier a piece is to read and understand, the harder it will have been to write. Here is some basic advice on writing to help non-specialists formulate clearly.

- Using jargon is not a good way of demonstrating specialist knowledge. The only thing that is important is that the target group understands what the piece is about. Stick to common, **generally understood terms** that non-specialists will be familiar with.
- Long sentences are the bane of complicated texts. This does not mean that you should only use short staccato phrases. But you should restrict yourself to one or **two items of information per sentence**.
- **Vivid** formulations make for more readable texts. More readable texts mean that readers can understand the science better. Wherever possible, use **verbs** rather than nouns and choose the **active** voice.
- Popular science pieces usually begin with a sentence in the **present** (“begin”) or the perfect (“have begun”). By using these tenses you imply current relevance from the word go.
- **Quotations** have the inestimable advantage of making a piece more authentic and vivid. But this only works if they really read, indeed sound, as though they had been spoken.



# The news value

Which scientific topics are really newsworthy and will be picked up by the media? This question is important if we don't want to waste time and energy on press releases that will end up in the shredder.

In the last resort, we as viewers, readers and listeners decide on the value of a news item. We buy specific cover stories or click on specific videos. Sales and retrieval figures are a pretty good indicator as to the value of the various news items. Journalists call it **news value**.

**The news value of science reports is often limited to these four factors:**

- **current relevance**, new research result
- **unusualness** – fascination
- **success**, scientific breakthroughs
- **concern**, impact, significance
- ...and ...**good images**

Especially in digital media, there is hardly a report that doesn't feature an **image**.



# Ideas





# Ideas



# Ideas

