



Getting Research into the Real World

Communications, Media and
Publications

Outline

- Raise awareness of the media
- How media can work for you
- What makes news
- Taking control in an interview

Benefits of media coverage

- **Personal: your project gets exposure, influence public debate, help you attract research funding**
- **CRC CI: promotes the research centre, assists with its marketing**
- **Media: delivers news to audiences, make valuable contacts for future media.**

Getting a good media result

- **Be prepared**
- **Media action plan**
- **Determine media milestones, media targets**

Milestones

- **Getting the grant for your research**
- **Update**
- **Major result or discovery along the way**
- **Final findings**

Media targets

- **Different media have different priorities, require different approaches**
- **Trade press and academic journals: in depth analysis, longer stories that can run to 1500 words, strong image, inform (not entertain)**
- **Analyse the sorts of stories being run, their length, style**
- **Media outlets run to a formula**

Media targets (continued)

- **Seek help from media relations officer to prepare media release**
- **An idea, phone call and few dot points**
- **Alternatively, write an opinion piece, but gauge interest first**

Media targets (continued)

- **Mainstream media**
 - **Fast information and often not very deep**
 - **Facts, analysis and good quotes**
 - **Inform and entertain**
 - **A good strong image**
 - **Subjects to be clear and concise**

Does your story stack up?

- News runs to a formula**
- Stories have common elements**
- Conflict is a strong element**

Seven categories that make up news

- **Children, animals and people (beautiful or ordinary)**
- **Accidents, death and disasters**
- **New, novel**
- **Heroic**
- **Conflict**
- **Celebrities (rich and famous)**
- **Quirky, unusual**

Seven categories that make up news

Children, animals and people	8
Accidents, death and disasters	10
New, novel	4
Heroic	6
Conflict	10
Celebrities (rich and famous)	7
Quirky, unusual	5

Seven categories that make up news

Children, animals and people	8	
Accidents, death and disasters	10	
New, novel	4	4
Heroic	6	6
Conflict	10	
Celebrities (rich and famous)	7	7
Quirky, unusual	5	5
TOTAL	+14	+22

The feature interview

- **A formula for press, TV or radio**
- **Object of this method is to give you control**
- **Lead your interviewer to where you want to go**

The feature interview (continued)

- A problem you have solved and for whom you have solved it
- Summarise the problem

eg: The problem has been that home buyers/builders who want environmentally friendly homes are missing out because their builder probably doesn't have good feedback on current green building methods and doesn't understand the easiest ways to go about it

The feature interview (continued)

- Don't launch into your solution
- Take control again
- Build your credibility

eg: At the CRC for Construction Innovation, we have been investigating this issue for several years. We successfully lobbied the government for money. Then we brought together researchers from QUT and tapped into the building industry for input – and came up with the solution

The feature interview (continued)

- State the solution

eg: We have developed a design program within a real housing estate at Springfield that will provide specific information on environmentally friendly methods for builders

The feature interview (continued)

- Give an example, or two

eg: Can I give you an example of how this research will work? Some people want very specific information on water or energy efficiency but don't know where to look for it. By studying how Springfield is built we can set down easy guidelines

eg: Say if a new homebuyer wants to use an energy saving design but doesn't know if it will price them out of the running...our research can set out affordable solutions

The feature interview (continued)

- **Finally, provide your call to action**

eg: If builders or home owners are looking for help call the CRC CI and we will direct you to recent research or publications

The feature interview

The problem is (include target market)

-To solve this problem we spoke to a)

- b)

- c)

-and came up with the solution

-Can I give you an example (or two)

-The example

And finally this is what I want you to do next

In conclusion

- **Put media on your project action plan**
- **Identify your target media**
- **Work on building the news value of your story**
- **Take control in an interview**