



BROWN

Partnering with OUC to Amplify Your News

Corrie Pikul

Sr. Communications Manager & Writer (Life Sciences)

February 15, 2023

News & Editorial Development (OUC)

Who we are

- ▶ Brown University's campus-based news bureau
- ▶ Brown's most direct connection to the external news media

News & Editorial Development (OUC)

What we do

- ▶ Work with journalists to highlight compelling stories from campus
- ▶ Respond to media queries for information or perspective on topics and issues related to Brown.
- ▶ Cover Brown news on behalf of the University
 - ▶ Seek out “distinctively Brown” stories
 - ▶ Create effective strategies to build awareness for the University’s initiatives and priorities
 - ▶ Elevate Brown’s reputation as a world-class teaching and research institution

Senior Communications Manager & Writer



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Life Sciences

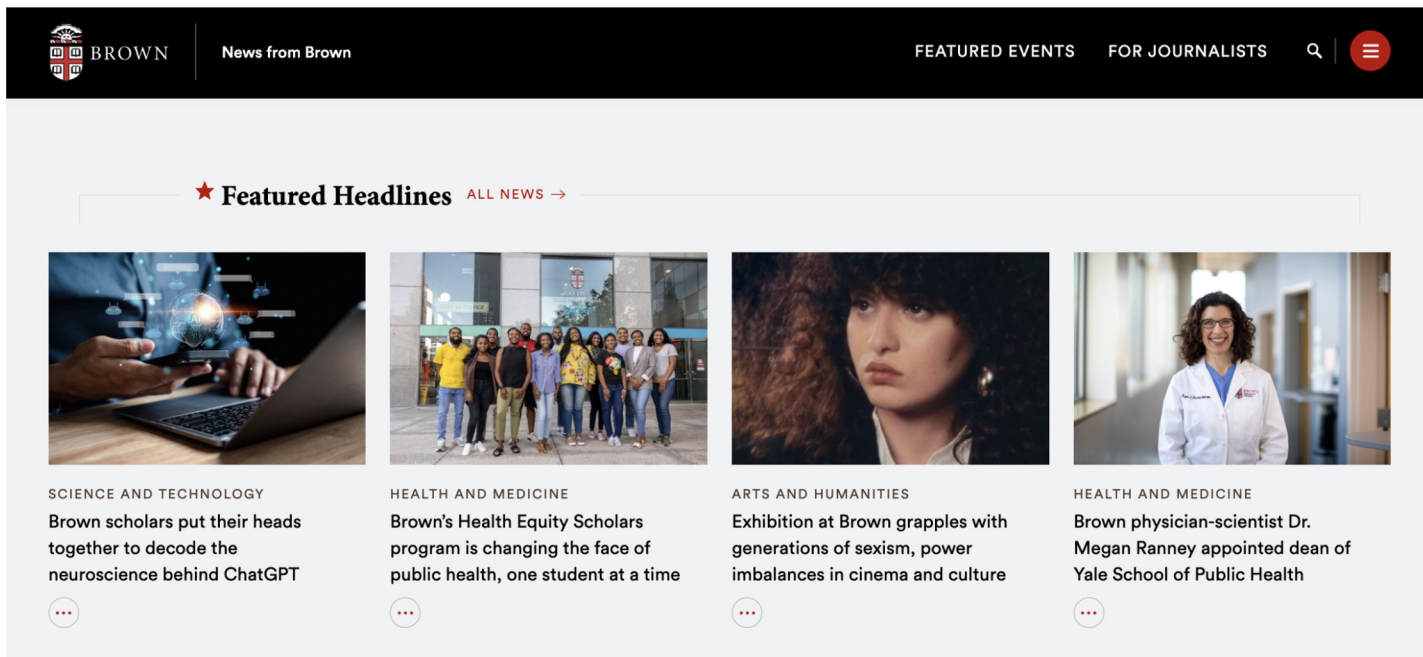
- ▶ School of Public Health
- ▶ Warren Alpert Medical School
- ▶ Carney Institute for Brain Science
- ▶ Biological Sciences
- ▶ Environmental Science; ecology
- ▶ Affiliated hospitals

What I do for the School of Public Health

- ▶ Field media requests
 - ▶ Vet publications and outlets
 - ▶ Consult faculty on media opportunities
- ▶ Develop and pitch SPH ideas to the media
- ▶ **Report, write, edit, produce and pitch news stories**


News from Brown


► <https://news.brown.edu/>





The screenshot shows the homepage of the News from Brown website. At the top is a black navigation bar with the Brown University logo and name on the left, and links for "News from Brown", "FEATURED EVENTS", "FOR JOURNALISTS", a search icon, and a red menu icon on the right. Below the navigation bar is a section titled "★ Featured Headlines" with a link to "ALL NEWS →". The main content area displays four news items, each with a representative image, a category label, a headline, and a "more" button (three dots in a circle).

★ Featured Headlines [ALL NEWS →](#)

- 

SCIENCE AND TECHNOLOGY
Brown scholars put their heads together to decode the neuroscience behind ChatGPT
- 

HEALTH AND MEDICINE
Brown's Health Equity Scholars program is changing the face of public health, one student at a time
- 

ARTS AND HUMANITIES
Exhibition at Brown grapples with generations of sexism, power imbalances in cinema and culture
- 

HEALTH AND MEDICINE
Brown physician-scientist Dr. Megan Ranney appointed dean of Yale School of Public Health

News stories vs. press releases

To engage journalists, we speak their language.

- ▶ News format: hed, dek, nut graf
- ▶ Narrative vs. bulleted 5 W's (transitions, attribution)
- ▶ Quotable quotes
- ▶ Associated Press style (e.g., no endowed professorships)
- ▶ Original photography (when possible) vs. headshots
- ▶ Published when news happens (*can be sent out ahead of time...more on that in a minute*)

TOPICS

[Health and Medicine](#)

DATE

January 9, 2023

MEDIA CONTACT

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[← ALL NEWS](#)

SHARE



Expanding Medicaid led to decreased postpartum hospitalizations

A new study conducted by researchers at Brown and NYU provides additional evidence that expanding Medicaid can contribute to better health for new parents.



PROVIDENCE, R.I. [Brown University] — According to health care experts, the benefits for brand-new parents and their infants having access to health care during pregnancy as well as during the postpartum period are indisputable. Even so, many patients — including a third of women with pregnancy coverage

Why tell stories?

More compelling for the reader. More control for the communicators.

- ▶ You get to tell your story!
- ▶ Easy (and fast) to republish and reuse
- ▶ Stories stand alone as compelling content
- ▶ Standard practice among peer institutions

What makes a good Brown News item?

TIMELINESS! Must be news.

- ▶ Hasn't already happened
 - ▶ This isn't news: A study published last month
- ▶ Isn't happening in the far-off future
 - ▶ This isn't news: a five-year research grant (but there are exceptions!)
 - ▶ This isn't news: An event that's happening next week

There are other options: connect with Caroline Claflin at SPH to learn more!

What makes a good Brown News item?

Must be Brown's news to share

- ▶ Brown funding and/or IRB review and approval
- ▶ Lead or corresponding author is at Brown

But we can coordinate with the other institutions.

- ▶ We can adapt lead institution's story
- ▶ We can talk to partner institutions about story potential
- ▶ We can coordinate with lead institution to pitch media

What makes a good Brown News research story?

Must have a story – something that people need to know

- ▶ Newsworthy – aligns with news cycle
- ▶ Findings of significance
- ▶ Research (vs. opinions)
- ▶ Different from previous research stories (i.e., can tell the story in a different way)
- ▶ Potential for mainstream news pick-up (i.e., accessible)
- ▶ Contributes to great mix of stories on Brown News that show the breadth and depth of research across the life sciences

Here's what you can do

- ▶ Let us know as soon **as the study is accepted in the journal**
 - ▶ Send to Caroline Claflin and Corrie Pikul (corrie_pikul@brown.edu)
- ▶ Connect CP with other stakeholders
 - ▶ Share emails from journal
 - ▶ Share contact information for lead author at another institution
- ▶ Share important funding information

Advance notice is greatly appreciated

- ▶ Gives us time to evaluate the study for coverage
- ▶ Gives us time to come up with a communications plan
- ▶ Gives us time to add to master editorial calendar
- ▶ Gives us time to build a strategic media list
- ▶ **AND:** Increases chances of media pick-up

Pitch me!

In a few sentences, please tell me about your study:

- ▶ Why are the findings significant? Why should the average person be interested?
- ▶ Why is this good news for Brown?
- ▶ Why is this timely or newsworthy? Why is now a good time to be talking about this?
- ▶ Don't forget to share the accepted manuscript and supplemental information.

Let's get your story out there

After a story gets the **green light** from News, here's what happens:

- ▶ Interview (via Zoom): You + writer
- ▶ Coordinate with journal: CP
- ▶ Coordinate with other institutions: CP
- ▶ Draft: Writer
- ▶ Review: You + additional study authors (sometimes from other institutions)
- ▶ Top edit: Associate Vice President for News and Editorial Development
- ▶ Build in CMS: CP
- ▶ Publish: CP
- ▶ Pitch: CP
- ▶ Coordinate with media: CP + you

Brown News stories work like press releases

Brown News stories lead to other stories

- ▶ We identify relevant reporters and editors and send the Brown News story to them (with a note as well as contact information)
- ▶ Advance notice: “under embargo”
- ▶ We post Brown News on EurekAlert!
 - ▶ Nonprofit news-release distribution platform operated by the American Association for the Advancement of Science as a resource for journalists and the public
 - ▶ Members agree to follow embargo rules

Prepare for media interest

What you can do

- ▶ Share your availability for the day the story goes live, as well as the next day
- ▶ Designate a media contact
- ▶ Craft your talking points, gather supporting materials
- ▶ On pub day, check your email and your phone
- ▶ Be prepared for interviews via phone, Zoom or in person

But...external media coverage not guaranteed

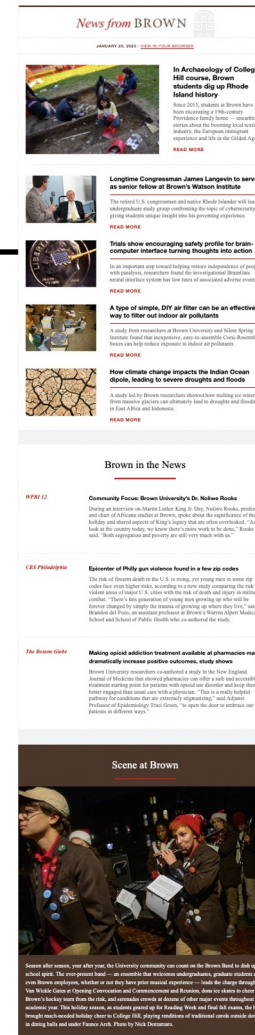
Many variables affect media coverage

- ▶ Timing: season, month, week, day, time
- ▶ News cycle
- ▶ Reporter's coverage beat and personal interests, relationships
- ▶ Editorial mix
- ▶ Editorial priorities
- ▶ Bandwidth of reporter and editor
- ▶ Competing ideas
- ▶ Strength of pitch
- ▶ Nature of story
- ▶ Etc.

News from Brown newsletters

Weekly digital newsletter of recently published stories and impactful media hits

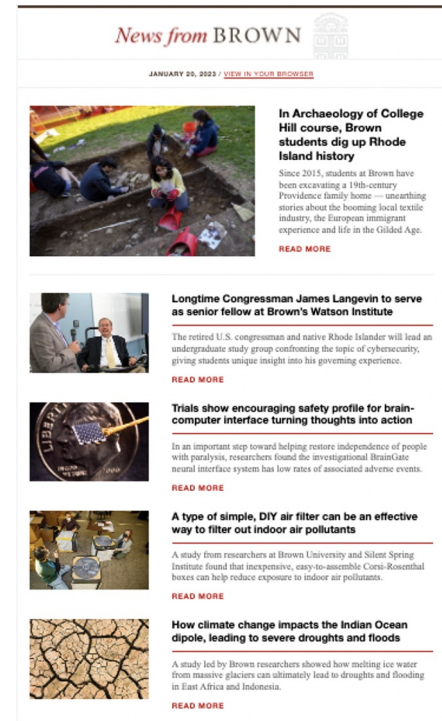
- ▶ Approximately 100,000 weekly recipients
- ▶ Audience: Alumni, parents of current undergraduates, faculty, current graduate students and medical students, staff, faculty, community organizations, businesses, neighbors and others



NfB website → NfB newsletters

Example: “A type of simple, DIY air filter can be an effective way to filter out indoor air pollutants”

- ▶ The Jan. 20 NfB newsletter included a NfB web story about a study led by Joseph Braun about the effectiveness of Corsi-Rosenthal cubes on filtering indoor air pollutants.
- ▶ The previous week, the Jan. 13 NfB newsletter featured external media coverage of this study.
- ▶ All told, this news generated nearly 1,200 clicks through the newsletter.



News from BROWN

JANUARY 20, 2023 | [VIEW IN YOUR BROWSER](#)

In Archaeology of College Hill course, Brown students dig up Rhode Island history
Since 2015, students at Brown have been excavating a 19th-century Providence family home — unearthing stories about the booming local textile industry, the European immigrant experience and life in the Gilded Age.
[READ MORE](#)

Longtime Congressman James Langevin to serve as senior fellow at Brown's Watson Institute
The retired U.S. congressman and native Rhode Islander will lead an undergraduate study group confronting the topic of cybersecurity, giving students unique insight into his governing experience.
[READ MORE](#)

Trials show encouraging safety profile for brain-computer interface turning thoughts into action
In an important step toward helping restore independence of people with paralysis, researchers found the investigational BrainGate neural interface system has low rates of associated adverse events.
[READ MORE](#)

A type of simple, DIY air filter can be an effective way to filter out indoor air pollutants
A study from researchers at Brown University and Silent Spring Institute found that inexpensive, easy-to-assemble Corsi-Rosenthal boxes can help reduce exposure to indoor air pollutants.
[READ MORE](#)

How climate change impacts the Indian Ocean dipole, leading to severe droughts and floods
A study led by Brown researchers showed how melting ice water from massive glaciers can ultimately lead to droughts and flooding in East Africa and Indonesia.
[READ MORE](#)

News from Brown isn't the only option

There are other effective ways to amplify your news

- ▶ Media pitch (in absence of story)
 - ▶ Can work for op-eds or white papers, or papers where lead author isn't at Brown
- ▶ Media advisories
 - ▶ Can work for upcoming events
- ▶ Social media
- ▶ SPH-based communications