

Wednesday 22nd June, 2016

Outline: CICASP Seminar 34
Media Coverage: Interactive Session

We welcomed back guest speaker, David Kornhäuser, to give us a masterclass in media coverage. David led us through some interactive activities. Participants used the title and abstract of a few different academic papers to come up with a media-friendly title for each article. He also showed us an example of an academic title that could work equally well for a press release. We learned more about press briefings for the Japanese press. Watching and thinking about some example videos illustrated what type of content is most attractive for use by the press. The handout provided (see page 2) gives contact details for the Kyoto University Public Relations Office.

Wednesday 29th June, 2016

Outline: CICASP Seminar 35
Data Visualisation 1

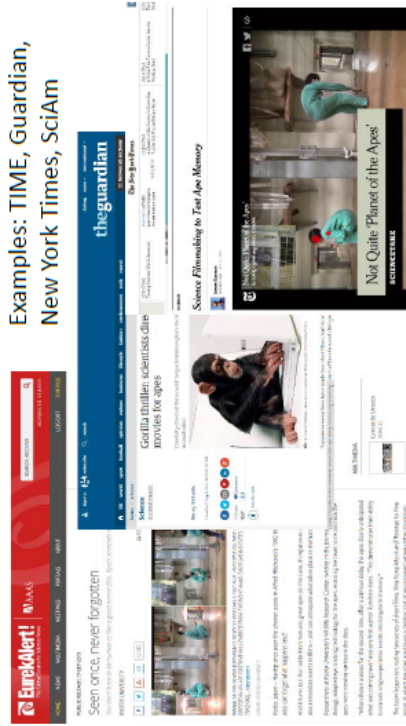
Our next block of seminars, led by Andrew, will be focussed on how best to present your research data visually. For talks and posters you want to avoid simply copying and pasting the same data figure used in your writing. Learn how to get your message across by using clear, easy to understand, adequately, but minimally labelled data figures. In the first of two sessions, we will take a look at some examples of badly designed data slides. In an interactive class activity, we will work out, together, how these data-slides could be improved.

Where Kyoto University meets the headlines!

The Global Communications Office will help you publicize your research

What we do

- Create press releases for media
- Sell research stories to domestic and international journalists
- Provide support with media enquiries



Procedures

- 1 Send us a proof of your publication (comms@mail2.adm.kyoto-u.ac.jp)
- 2 The Global Communications Office will consider how to publicize
- 3 The Global Communications Office will write a draft
- 4 Researchers will be asked to edit the draft for factual accuracy
- 5 The Global Communication Office will distribute releases
- 6 We'll provide support with media enquiries and coverage results

Tips

- Contact us as soon as you can: this way we can upload releases to the embargoed contents section on EurekAlert! and will boost coverage.
- Please write a brief summary of the research (2-3 lines) when you email the proof of the publication
- Contact us for anything else we might be able to help with!

Location

We're based in the Yoshida Campus (1F Clock Tower)



Press release distribution

- Distribute press releases to Kyoto Univ press club and/or EurekAlert!
- Upload articles for Kyoto Univ's website
- Outreach on social media (Twitter, YouTube, Facebook)



Kyoto University Official English Page
<https://www.facebook.com/Kyoto.Univ.E>



@KyotoU_News
https://twitter.com/KyotoU_News



YouTube Channel
<https://www.youtube.com/channel/UC3iKR0k6iSoz7DcdRsXS2xA>

Global Communications Office
 (comms@mail2.adm.kyoto-u.ac.jp)

David Kornhauser
 Tel: 16-5727

Anna Ikarashi
 (international)
 Tel: 16-5728

Noel Kikuchi
 (domestic)
 Tel: 16-5729