



How to write a press release, and what to do with it



MOTOKO KAKUBAYASHI

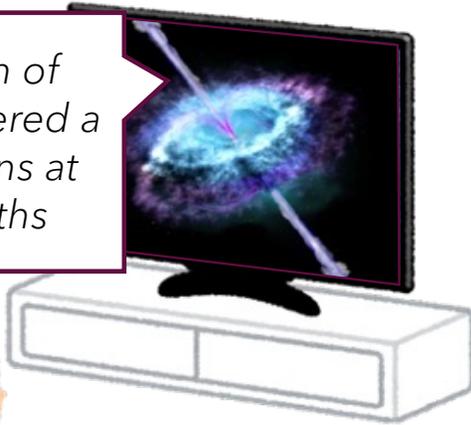
KAVLI INSTITUTE FOR THE PHYSICS AND MATHEMATICS OF
THE UNIVERSE (KAVLI IPMU, WPI)

THE UNIVERSITY OF TOKYO

KAVLI
IPMU INSTITUTE FOR THE PHYSICS AND
MATHEMATICS OF THE UNIVERSE

XX May 2024

An international team of researchers has discovered a way to use observations at ultraviolet wavelengths

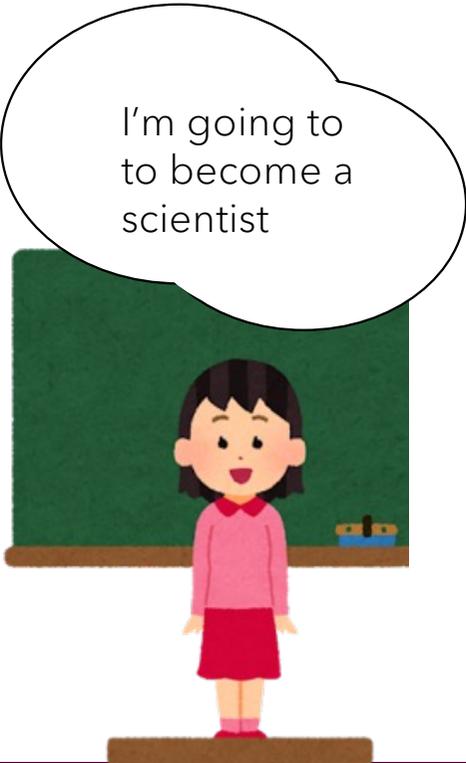


studying stellar explosions called Superluminous Supernovae...



an extra bright type of supernova discovered in the last decade that is 10 to 100 times brighter than ordinary supernovae...





I'm going to
to become a
scientist



Maybe I should apply
for a postdoc position
at Kavli IPMU



Our next
exhibition should
include more space
research!

Today's characters

**MOTOKO
KAKUBAYASHI**

From: New Zealand

Job: Press Officer, Kavli IPMU (WPI)

University majors: Physics, Journalism

Favourite TV shows: ゆるキャン, ドキュメント72時間

Favourite Ghibli movie: 紅の豚



Today's characters



**KAVLI IPMU
RESEARCHERS**

Countries



Fields: Experimental physics, Theoretical physics, Astronomy, Mathematics

Today's characters

SCIENCE JOURNALIST



**Employed by: Science media magazine or website
OR
Freelance**

Education: Can have a science degree, but most are interested in science

GENERAL NEWS JOURNALIST



Employed by: All news TV, newspaper, magazine, websites, radio

Education: Usually NOT science

Why cover science: Interested in the wider application of science to every day life

XX June 2024



Good morning!

Kakubayashi-san,
you're in the
office today

Kavli IPMU Press office



My day at the office



角林
(working
mother)

International
affairs

I come into
the office
twice a week

The team takes turns working from home



小森さん
(working
mother)

Japan affairs

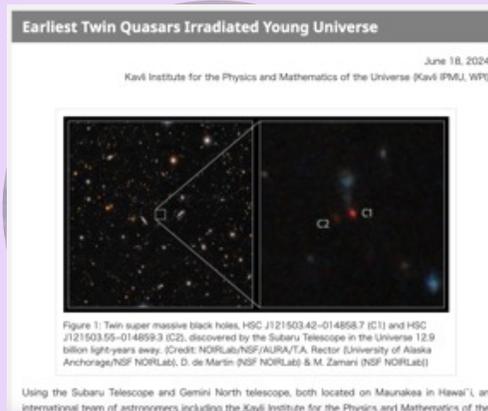


坪井さん

Events,
artwork



Kavli IPMU press team output (2023)



**15
press
releases**

**8
events**

**2
science
newspapers**

**experimenting
with
social media
activities**

CLICK 



The screenshot shows a Gmail interface with a dark blue header. On the left is a sidebar with navigation options: Compose, Inbox, Starred, Snoozed, Important, Sent, Drafts (7), Spam (33), Bin, and More. Below these are labels including [Gmail], [Imap]/Drafts, EMBARGO News, Foreign Correspondents..., Freelance work, Friends and family, iTunes, JACST, JASTJ, and Kavli IPMU. The main content area displays an email titled "プレスリリースFwd: Fwd: Acceptance" from Taro Yamada <taro.yamada@ipmu.jp> to 小森, Motoko, Aya, dated Wednesday, 27 Mar, 00:57. The email body contains Japanese text: "小森様 角林様 坪井様", "以下の論文がNature Astronomyにアクセプトされたので、プレスリリースをしたいのですが、どのように進めれば良いでしょうか。", "常識を覆すような結果なので、非常に多くの関連研究および批判論文が出て、刊行前に80回引用されています。", "よろしくお願いたします。", and "山田". At the bottom of the email is a thumbnail for a PDF file named "potential.pdf" which features a graph with a curve and several data points.

SHOULD WE MAKE A PRESS RELEASE?

プレスリリース作るか？ 作らないか？

ポイント



YES

- ✓ Famous scientist, high level researcher
- ✓ High impact factor journal
- ✓ Part of a largescale project
- ✓ Important scientific discovery

An illustration showing several scientific journals, including 'Science' and 'Nature', along with various scientific images like a globe, a satellite, and a laboratory setting.

I DON'T KNOW

Ask another researcher or staff member about the significance of the study

How important is this development?

An illustration of two cartoon characters, a woman and a man, talking. The woman is asking a question, and the man is responding.

This is an astronomy paper, but it has a huge impact in physics because...

NO → SUGGEST ALTERNATIVE SOLUTION

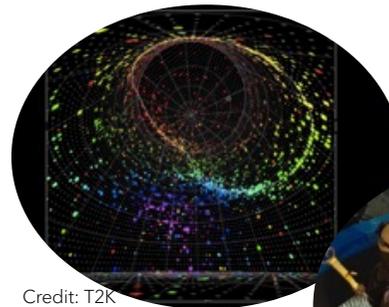
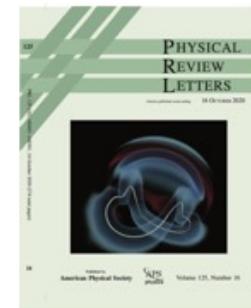
This might not work as a press release, but it might be a good topic for a:

- public lecture
- social media post
- video

An illustration showing a lecture hall with an audience and a social media post featuring a woman's profile picture.

YES

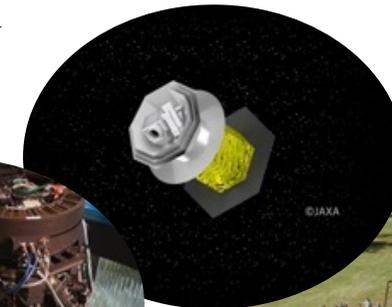
- ✓ Famous scientist, high level researcher
- ✓ High impact factor journal
- ✓ Part of a largescale project
- ✓ Important scientific discovery



Credit: T2K Collaboration



Credit: The HSC-SSP Team/National Astronomical Observatory of Japan



© JAXA



Credit: NASA

I DON'T KNOW

Ask another researcher or staff member about the significance of the study

How important is this development?



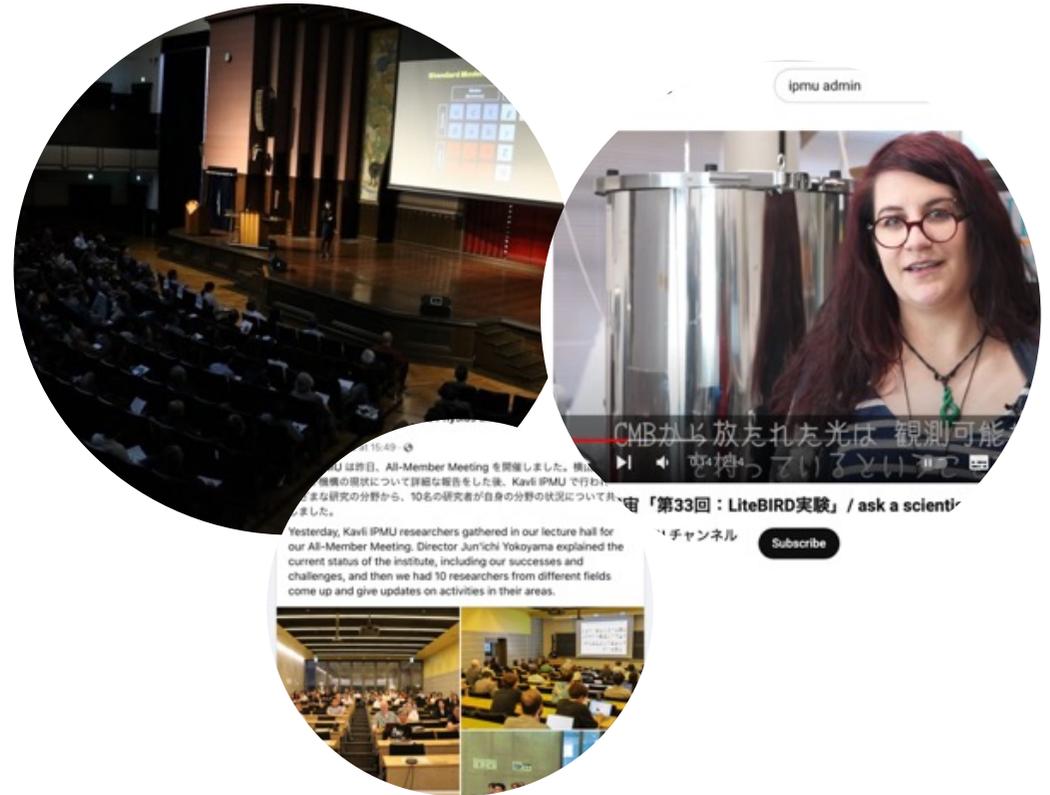
This is an astronomy paper, but it has a huge impact in physics because...

NO → SUGGEST

ALTERNATIVE SOLUTION

This might not work as a press release, but it might be a good topic for a:

- public lecture
- social media post
- video



Let's begin!



Writes the
Japanese
press release

Marina's work



Works on other
projects while
waiting for the
Japanese text

Motoko's work



Works on the
visual images*

* If requested

Aya's work

I'll prepare the first draft of the press release, I'm so excited!



OK, I look forward to getting your email

We calculated the one-loop correction generated by cubic self-interaction. The vertex factor of the one-loop correction corresponds to the bispectrum. Such a bispectrum evolves in time with the dominant contribution at $\tau=\tau_e$. The one-loop correction at the end of inflation is obtained by integrating the bispectrum over time to the end of inflation, which captures the main contribution at $\tau=\tau_e$.

In this source method, the one-loop correction to the large-scale power spectrum is proportional to the squeezed limit of the three-point functions. The first term is nothing but the squeezed limit of the bispectrum that is given by (59). The second term are three-point correlations involving the time derivative of ζ , which can be calculated from in-in perturbation theory (39). The squeezed limit of such







What?

2015



I got so much wrong



*I'm not sure if
this is correct*

2024

*A few years ago,
Professor Yamada
said he
expected his project
to get data by 2024,
I should ask for an
update*



Because of COVID,
the project has been
delayed until 2026



A week later



Works on other projects until release date

Marina's work



Starts writing English version based on Japanese text

Motoko's work



Receives feedback from researcher, edits image(s)

Aya's work

WHAT DOES A GOOD PRESS RELEASE LOOK LIKE?

プレスリリースのテンプレートはあるのか？

ポイント



A PRESS RELEASE ANSWERS THESE QUESTIONS

WHO did the research? Their name, title, affiliated department, university

WHAT did the study find? What was the discovery or development?

WHEN was the paper published OR when was the announcement made? June 28, 2023

WHERE was the paper published? What journal? OR what conference? **nature**

WHY is this such an important discovery? Modern technology has made it possible to study even deeper into the universe, which will allow us to study black holes and galaxies, and help us understand how the universe was made.

HOW did the researchers make their discovery? Using the new James Webb Space Telescope and the Subaru Telescope.



ENGLISH PRESS RELEASES ARE SHORT

2 pages of text

Big images

Paper information
Research contact
Media contact



おなみに日本語版は13ページ

A GOOD PRESS RELEASE PUTS THE MOST IMPORTANT POINT(S) FIRST

WHO did **WHAT**, **WHEN** and **WHERE** was it published

WHY – background to topic

Quote from researcher

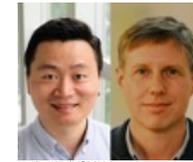
HOW – what methods were used

Another detail



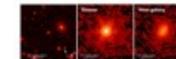
A PRESS RELEASE ANSWERS THESE QUESTIONS

WHO did the research? Their name, title, affiliated department, university



The University of Tokyo Kavli Institute for the Physics and Mathematics of the Universe (Kavli IPMU, WPI)
Project Researcher Xuheng Ding and Professor John Silverman

WHAT did the study find? What was the discovery or development?



Observed the furthest quasar in the universe

Credit: Ding, Onoue, Silverman et al.

WHEN was the paper published OR when was the announcement made?

June 28, 2023

WHERE was the paper published? What journal? OR what conference?

nature

WHY is this such an important discovery?

Modern technology has made it possible to study even deeper into the universe, which will allow us to study black holes and galaxies, and help us understand how the universe was made

HOW did the researchers make their discovery?



Credit: NASA/Chris Gunn

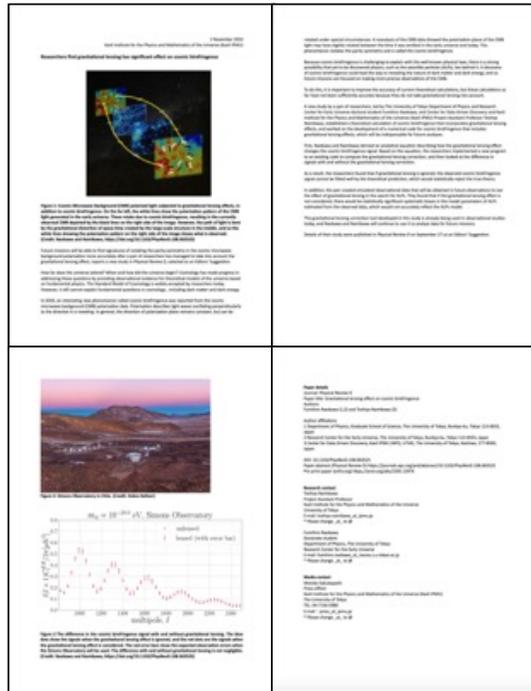


Credit: The HSC-SSP Team/National Astronomical Observatory of Japan

Using the new James Webb Space Telescope and the Subaru Telescope

ENGLISH PRESS RELEASES ARE SHORT

2 pages of text



Big images

Paper information

Research contact

Media contact

ちなみに日本語版
は13ページ



A GOOD PRESS RELEASE PUTS THE MOST IMPORTANT POINT(S) FIRST

Researchers have shown it is possible to image small animal tissue clearly to several hundred micrometers using multi-probe imaging, reports a new study in *Scientific Reports*.

This technique could be useful in various fields of medical research because it enables researchers to observe the microstructure of small animal tissues, and clarify the localization and interaction of multiple molecules such as microscopic metastatic lesions of cancer cells.

Single-photon emission tomography (SPECT) is currently used for molecular imaging in both animals and humans. However, the technology faces several limitations, including relatively low spatial resolution and challenges associated with the simultaneous use of multiple probes.

A team of researchers, led by Kavli Institute for the Physics and Mathematics of the Universe (Kavli IPMU, WPI) Project Assistant Professors and National Cancer Center Center for Advanced Biomedical Research and Development (NCCER) Visiting Researcher Atsushi Yagishita and Shin'ichiro Takeda, and involving researchers from Kavli IPMU, NCCER, and Keio University, resolved these problems using a SPECT system equipped with a cadmium telluride (CdTe) semiconductor detector that was previously used for space observations.

WHO did **WHAT**, **WHEN** and **WHERE** was it published

WHY – background to topic

Quote from researcher

HOW
– what methods were used

Another detail

Why do all this? Because....



JOURNALISTS
RECEIVE 10 – 100+
PRESS RELEASE
EMAILS EVERY DAY

LET'S WORK ON
MAKING A PRESS
RELEASE THAT
STANDS OUT

WE...WE'RE DROWNING IN PRESS RELEASES!!

It's fine to keep in bits the researcher wants in the story, but it's best to let the press officer write the title and opening



I want to keep this explanation in the press release

30% my writing

70% researcher's writing

The illustration shows a cartoon character with a frustrated expression and a speech bubble. Below the character is a notepad with a yellow circle containing the text '30% my writing' and a blue circle containing the text '70% researcher's writing'. A black pen is positioned next to the notepad.

THE GOAL IS THAT EVEN IF A BUSY JOURNALIST ONLY HAS TIME TO READ THE TITLE, THEY KNOW WHAT THE RESEARCH DID

Title is usually one line
(6 - 12 words)

RESEARCHERS DEVELOP NEW METHOD THAT
PRECISELY TARGETS CANCER LEGIONS WHILE
PROTECTING HEALTHY TISSUES

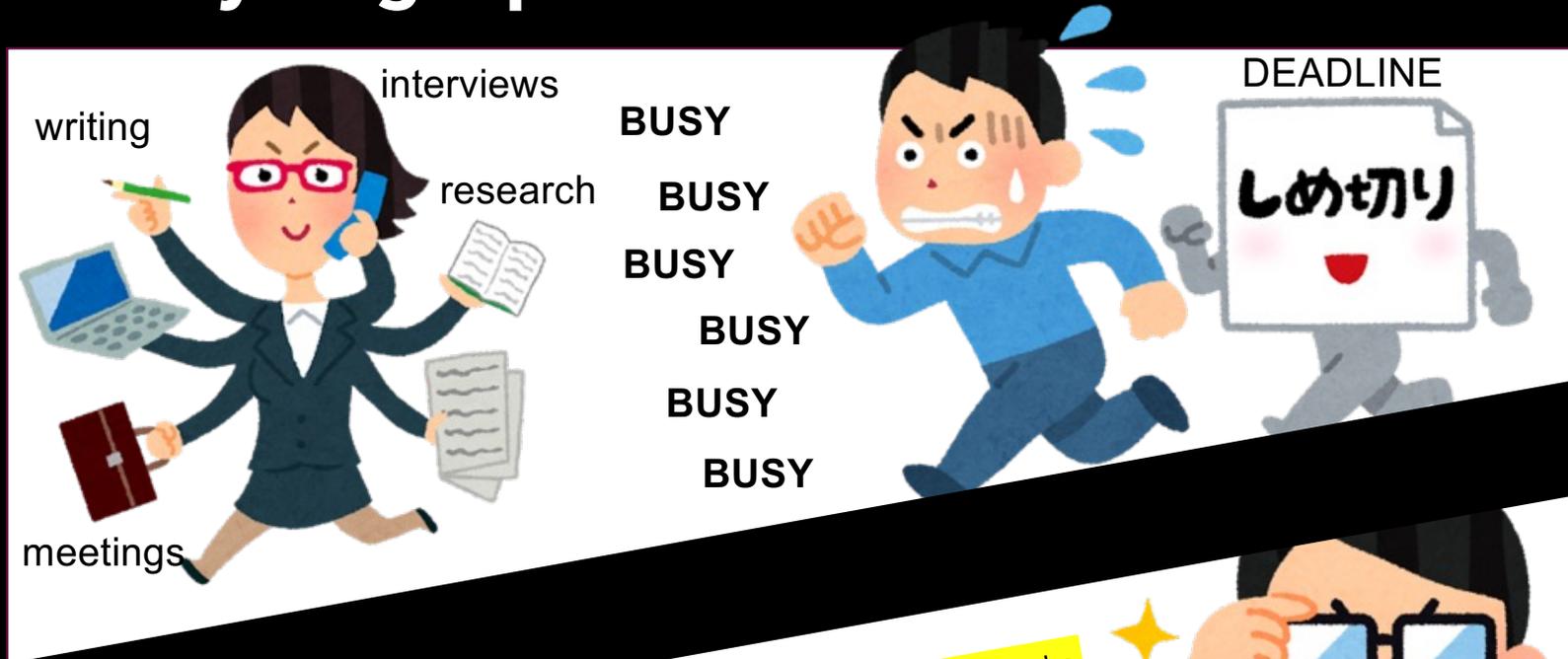
A team of researchers has developed a new method that suppresses the distribution of drugs to healthy tissues, but also to rapidly removes the drugs once distributed in the body, which could improve the accuracy of imaging diagnosis of difficult cancers, reduce toxicity to healthy tissues, and furthermore improve the effectiveness of treatment, reports a recent study published in the *Journal of Controlled Release*.

Opening paragraph provides more detail about the title

ポイント



The title is important because journalists don't have time to read every single press release



Hello! Blah blah blah blah blah blah blah
KAVLI IPMU: Researchers study a million galaxies to find out how the
universe began
RE: Blah blah blah
... Scientists make breakthrough blah blah blah
... Blah blah research finds blah blah
... blah discovery



WAIT!
What is this??

A few days later

FINISHED!



Day of uploading press release



 Emails domestic press list

 Upload to Kavli IPMU website

 Social media posts

Marina's work



 Emails international press list

 Upload to

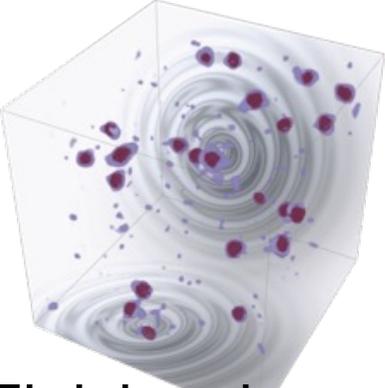








Motoko's work



Finishes image for press release

Aya's work

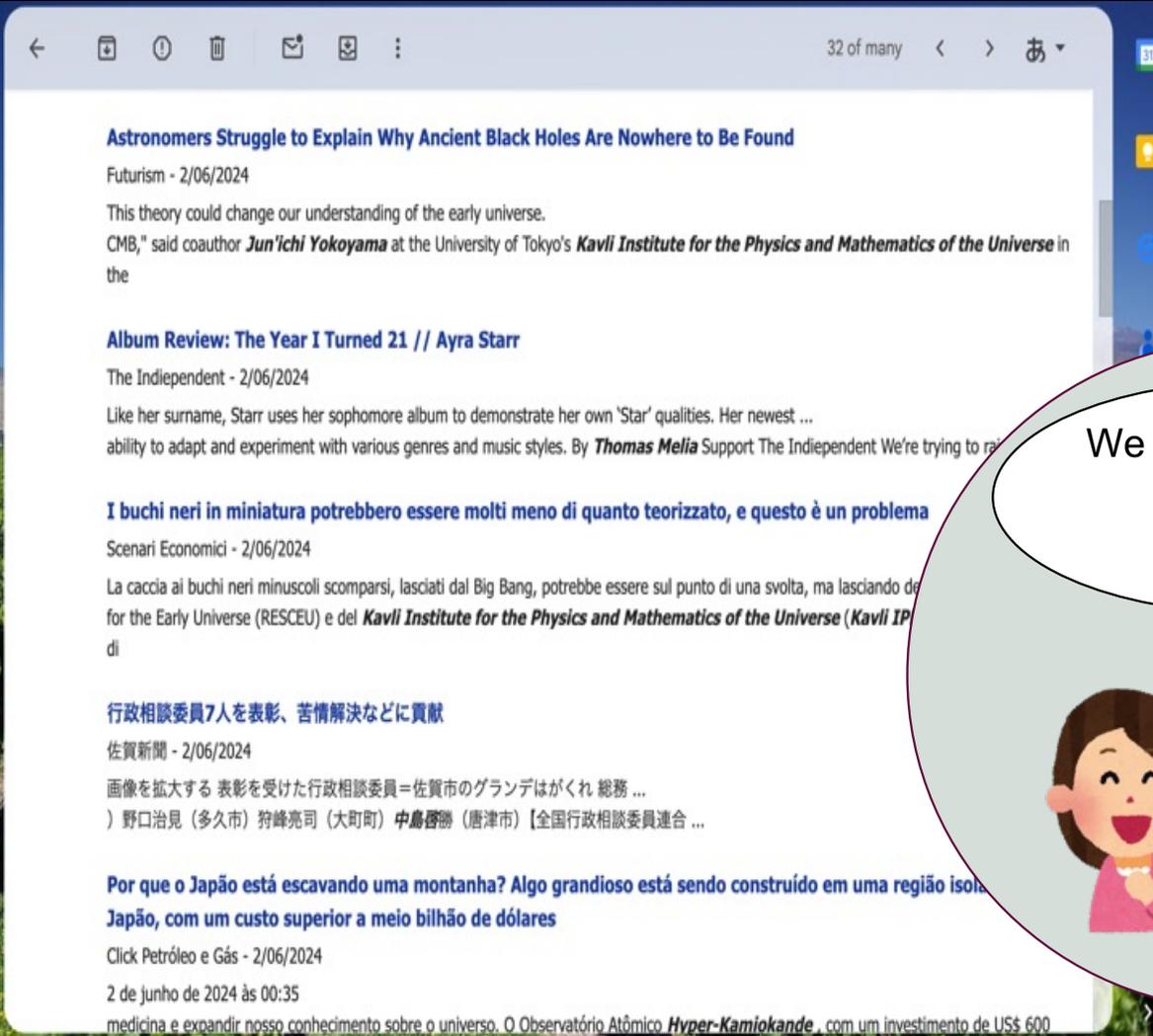
The next day to next few weeks is evaluating

I need to keep a record of who used our press release

A collage of circular images. On the left, a news article snippet in English: "Astronomers Struggle to Explain Why Ancient Black Holes Are Now...". In the center, a news article snippet in Spanish: "oscuro: un paso más...". On the right, a spreadsheet with columns for year, platform, article ID, and publisher. The spreadsheet lists various news outlets like MSN, Earth.com, and Yahoo! for the year 2024.

Year	Platform	Article ID	Publisher
2024	Web	294	BIGLOBE
2024	Web	1775	ブック・アイ
2024	Web	249	マイナビ
2024	Web	499	Mapion
2024	Web	669	Infoseek
2024	Web	1929	Yahoo! SDGs
2024	Reference Article	22	日本経済新聞
2024	Web	450	財經新聞
2024	Web	1501	Dmenu News
2024	Web	1850	Earth.com
2024	Web	1930	MSN
2024	Web	1897	La Nación
2024	Web	1931	ua.news
2024	Web	1932	UAZMI
2024	Web	1933	Republika
2024	Web	1934	informazione
2024	Web	1935	Futurism
2024	Web	1936	Scenari
2024	Web	1520	Tech and
2024	Web	1937	Techno-
2024	Web	1938	ChitChat
2024	Web	1854	Open
2024	Web	1939	Kolibri Press
2024	Web	1636	Teknomers
2024	Web	1696	Sky News
2024	Web	1940	DevX
2024	Web	1941	Techdigest
2024	Web	1781	All News
2024	Web	1942	News es
2024	Web	1943	Nice
2024	Reference Article	1844	

Monitoring services capture news stories



← ⓘ 🗑️ ✉️ ⌵ ⋮ 32 of many < > あ ▾

Astronomers Struggle to Explain Why Ancient Black Holes Are Nowhere to Be Found
Futurism - 2/06/2024
This theory could change our understanding of the early universe. CMB," said coauthor **Jun'ichi Yokoyama** at the University of Tokyo's **Kavli Institute for the Physics and Mathematics of the Universe** in the

Album Review: The Year I Turned 21 // Ayra Starr
The Independent - 2/06/2024
Like her surname, Starr uses her sophomore album to demonstrate her own 'Star' qualities. Her newest ... ability to adapt and experiment with various genres and music styles. By **Thomas Melia** Support The Independent We're trying to rai

I buchi neri in miniatura potrebbero essere molti meno di quanto teorizzato, e questo è un problema
Scenari Economici - 2/06/2024
La caccia ai buchi neri minuscoli scomparsi, lasciati dal Big Bang, potrebbe essere sul punto di una svolta, ma lasciando de for the Early Universe (RESCEU) e del **Kavli Institute for the Physics and Mathematics of the Universe (Kavli IP di**

行政相談委員7人を表彰、苦情解決などに貢献
佐賀新聞 - 2/06/2024
画像を拡大する 表彰を受けた行政相談委員＝佐賀市のグランデはがくれ 総務 ...) 野口治見 (多久市) 狩峰亮司 (大町町) **中島啓勝** (唐津市) 【全国行政相談委員連合 ...

Por que o Japão está escavando uma montanha? Algo grandioso está sendo construído em uma região isolada do Japão, com um custo superior a meio bilhão de dólares
Click Petróleo e Gás - 2/06/2024
2 de junho de 2024 às 00:35
medicina e expandir nosso conhecimento sobre o universo. O Observatório Atômico **Hyper-Kamiokande**, com um investimento de US\$ 600

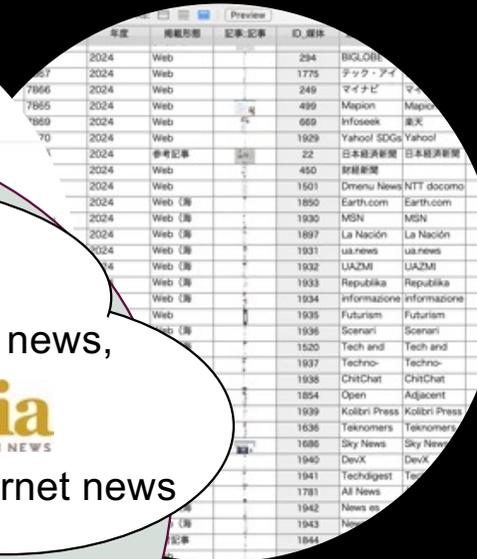
We use



for domestic news,



for internet news



年度	掲載形態	記事・記事	ID_属性
2024	Web	294	BIGLOBE
2024	Web	1775	ブック・アイ
2024	Web	249	マイナビ
2024	Web	499	Mapion
2024	Web	669	Infoseek
2024	Web	1929	Yahoo! SDGs
2024	参考記事	22	日本経済新聞
2024	Web	450	財経新聞
2024	Web	1501	Dmenu News
2024	Web (海)	1850	Earth.com
2024	Web (海)	1930	MSN
2024	Web (海)	1897	La Nación
2024	Web (海)	1931	ua.news
2024	Web (海)	1932	UAZMI
2024	Web (海)	1933	Republika
2024	Web (海)	1934	informazione
2024	Web (海)	1935	Futurism
2024	Web (海)	1936	Scenari
2024	Web (海)	1520	Tech and
2024	Web (海)	1937	Techno-
2024	Web (海)	1938	ChitChat
2024	Web (海)	1854	Adjacent
2024	Web (海)	1939	Kolibri Press
2024	Web (海)	1636	Teknomers
2024	Web (海)	1686	Sky News
2024	Web (海)	1940	DevX
2024	Web (海)	1941	Techdigest
2024	Web (海)	1781	All News
2024	Web (海)	1942	News es
2024	Web (海)	1943	Nice
2024	Web (海)	1844	記事

Check through each story



Materia oscura: un paso más hacia los diminutos agujeros negros

Historia de Adrien BERNARD • 20 h • 2 minutos de lectura

Via **Techno-Science**

Investigadores han aplicado la teoría cuántica de campos al estudio del Universo primitivo. Esta teoría, habitualmente utilizada para estudiar lo infinitamente pequeño, ofrece una nueva perspectiva sobre los primeros instantes de nuestro cosmos.



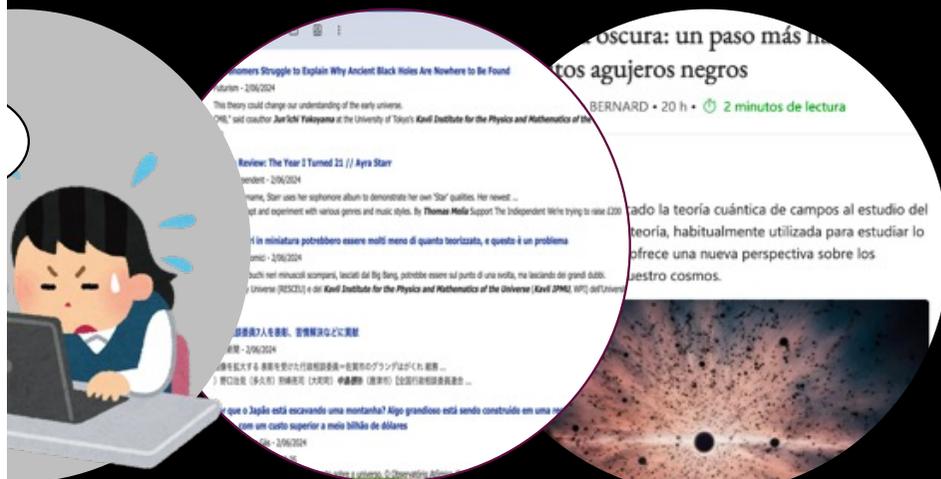
Materia oscura: un paso más hacia los diminutos agujeros negros
© Proportionado por Techno-Science

Este enfoque ha llevado a la conclusión de que debería haber muchos menos micro agujeros negros de lo que la mayoría de los modelos sugieren. Estos agujeros negros podrían ser una componente de la materia oscura, y las observaciones futuras permitirán confirmar o refutar esta teoría. Los resultados han sido publicados en *Physical Review D*.

A circular inset showing a table with columns for year, platform, article ID, and website. The table lists various news articles from 2024, including titles like 'BIGLOBE', 'Tech and', and 'Sky News'.

年度	掲載形態	記事ID	ID_媒体		
2024	Web	294	BIGLOBE		
7857	2024	Web	1775	テック・アイ	
7866	2024	Web	249	マイナビ	
7865	2024	Web	499	Mapion	
7869	2024	Web	669	Infoseek	
7870	2024	Web	1929	Yahoo! SDGs	
7814	7896	2024	参考記事	22	日本経済新聞
7315	7872	2024	Web	450	財經新聞
7316	7871	2024	Web	1501	Dmenu News
7317	7874	2024	Web	1850	Earth.com
7318	7875	2024	Web	1930	MSN
7319	7876	2024	Web	1897	La Nación
7320	7877	2024	Web	1931	ua.news
7321	7878	2024	Web	1932	UAZMI
7322	7879	2024	Web	1933	Republika
7323	7880	2024	Web	1934	informazione
7324	7881	2024	Web	1935	Futurism
7325	7882	2024	Web	1936	Scenari
7326	7883	2024	Web	1520	Tech and
7327	7884	2024	Web	1937	Techno-
7328	7885	2024	Web	1938	ChitChat
7329	7886	2024	Web	1854	Open
7330	7887	2024	Web	1939	Kolibri Press
7888	2024	Web	1636	Teknomers	
7889	2024	Web	1696	Sky News	
7891	2024	Web	1940	DevX	
7892	2024	Web	1941	Techdigest	
7893	2024	Web	1781	All News	
7894	2024	Web	1942	News es	
7895	2024	Web	1943	News	
7896	2024	Web	1844	参考記事	

Archive for future reference



ID_メディア...	ID_記事	年度	掲載形態	記事:記事	ID_媒体	媒体:媒体名	発行社名	巻
7308	7868	2024	Web		294	BIGLOBE	楽天	
7309	7867	2024	Web		1775	テック・アイ	テック・アイ	
7310	7866	2024	Web		249	マイナビ	マイナビ	
7311	7865	2024	Web		499	Mapion	Mapion	
7312	7869	2024	Web		669	Infoseek	楽天	
7313	7870	2024	Web		1929	Yahoo! SDGs	Yahoo!	
7314	7896	2024	参考記事		22	日本経済新聞	日本経済新聞	
7315	7872	2024	Web		450	財經新聞		
7316	7871	2024	Web		1501	Dmenu News	NTT docomo	
7317	7874	2024	Web (海)		1850	Earth.com	Earth.com	
7318	7875	2024	Web (海)		1930	MSN	MSN	
7319	7876	2024	Web (海)		1897	La Nación	La Nación	
7320	7877	2024	Web (海)		1931	ua.news	ua.news	
7321	7878	2024	Web (海)		1932	UAZMI	UAZMI	
7322	7879	2024	Web (海)		1933	Republika	Republika	
7323	7880	2024	Web (海)		1934	informazione	informazione	
7324	7881	2024	Web		1935	Futurism	Futurism	
7325	7882	2024	Web (海)		1936	Scenari	Scenari	
7326	7883	2024	Web (海)		1520	Tech and	Tech and	
7327	7884	2024	Web		1937	Techno-	Techno-	
7328	7885	2024	Web (海)		1938	ChitChat	ChitChat	
7329	7886	2024	Web (海)		1854	Open	Adjacent	
7330	7887	2024	Web (海)		1939	Kolibri Press	Kolibri Press	
7331	7888	2024	Web (海)		1636	Teknomers	Teknomers	
7332	7889	2024	Web (海)		1686	Sky News	Sky News	
7333	7891	2024	Web (海)		1940	DevX	DevX	
7334	7892	2024	Web (海)		1941	Techdigest	Techdigest	
7335	7893	2024	Web (海)		1781	All News	All News	
7336	7894	2024	Web (海)		1942	News es	News es	
7337	7895	2024	Web (海)		1943	News es	News es	
7338	7897	2024	参考記事		1844	文藝春秋 (電)	文藝春秋社	
7339	7899	2024	Web		1501	Dmenu News	NTT docomo	

THANK YOU FOR LISTENING

OPEN CAMPUS KASHIWA

OCTOBER 25 (FRI) – 26 (SAT)
COME VISIT US!

(私が見学ツアーを担当します!)



待ってるよ~

