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

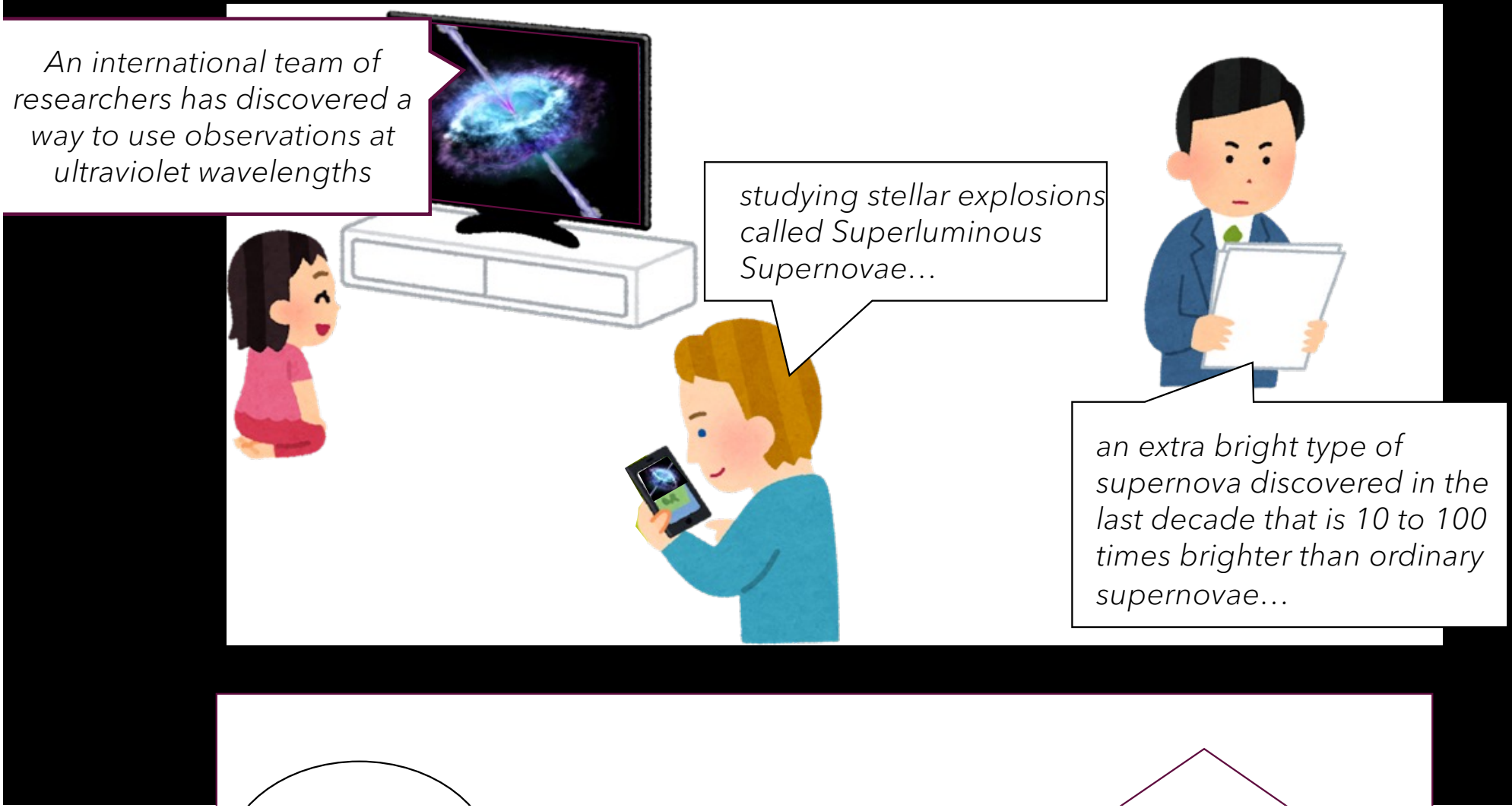
MOTOKO KAKUBAYASHI

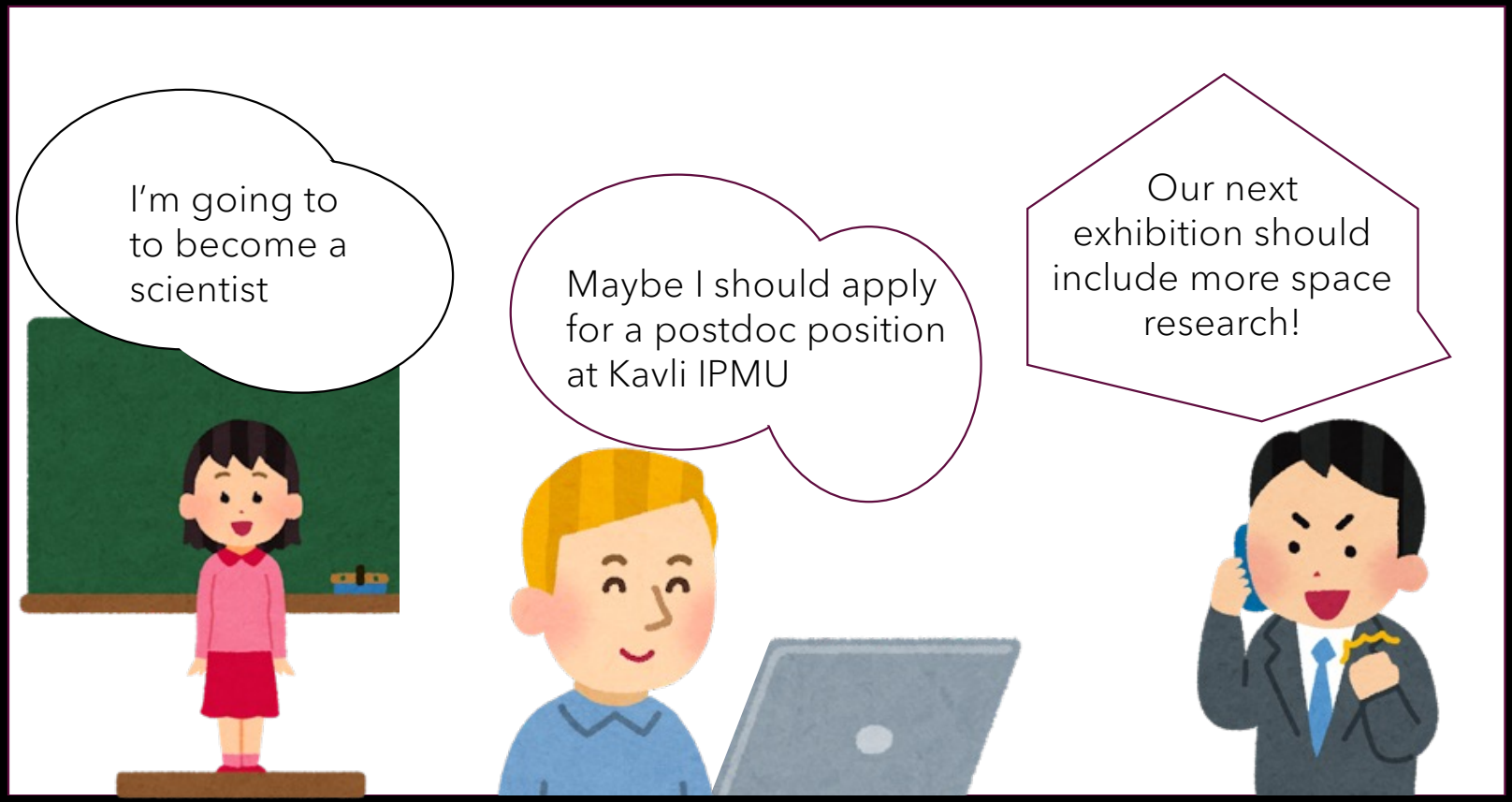
KAVLI INSTITUTE FOR THE PHYSICS AND MATHEMATICS OF THE UNIVERSE (KAVLI IPMU, WPI)

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

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

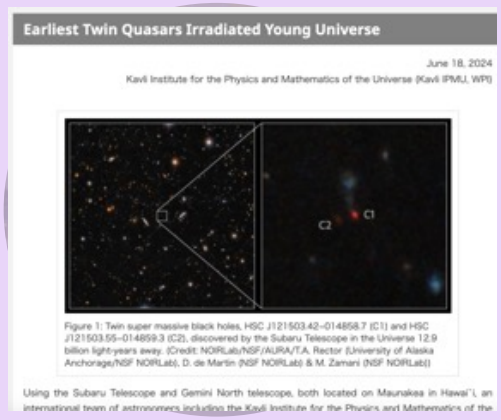
小森さん
(working mother)

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

Gmail

Compose

Inbox
Starred
Snoozed
Important
Sent
Drafts 7
Spam 33
Bin
More

Labels

[Gmail]
[Imap]/Drafts
EMBARGO News
Foreign Correspondents'...
Freelance work
Friends and family
iTunes
JACST
JASTJ
Kavli IPMU

63 of many

プレスリリースFwd: Fwd: Acceptance

Inbox ×

Taro Yamada <taro.yamada@ipmu.jp>
to 小森, Motoko, Aya

Wed, 27 Mar, 00:57

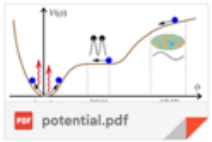
小森様　角林様　坪井様

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。

よろしくお願いいたします。

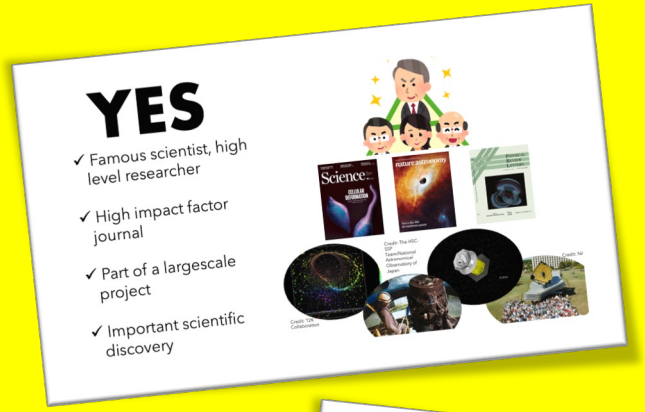
山田

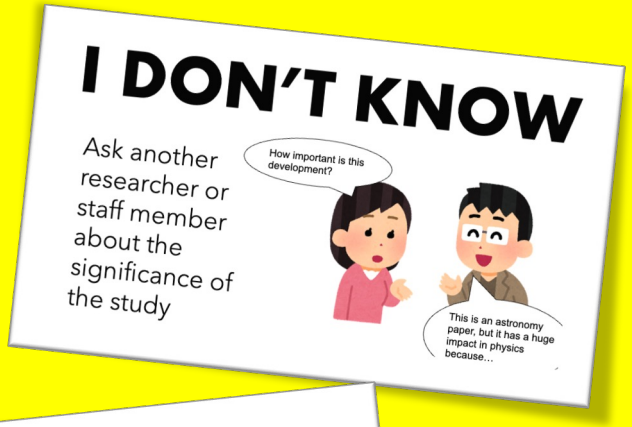


potential.pdf

SHOULD WE MAKE A PRESS RELEASE?

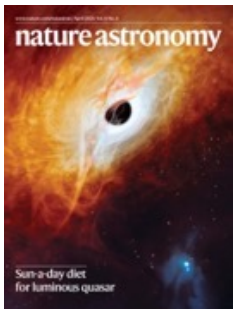
プレスリリース作るか？作らないか？

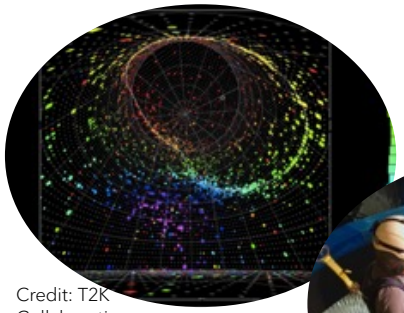




YES

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





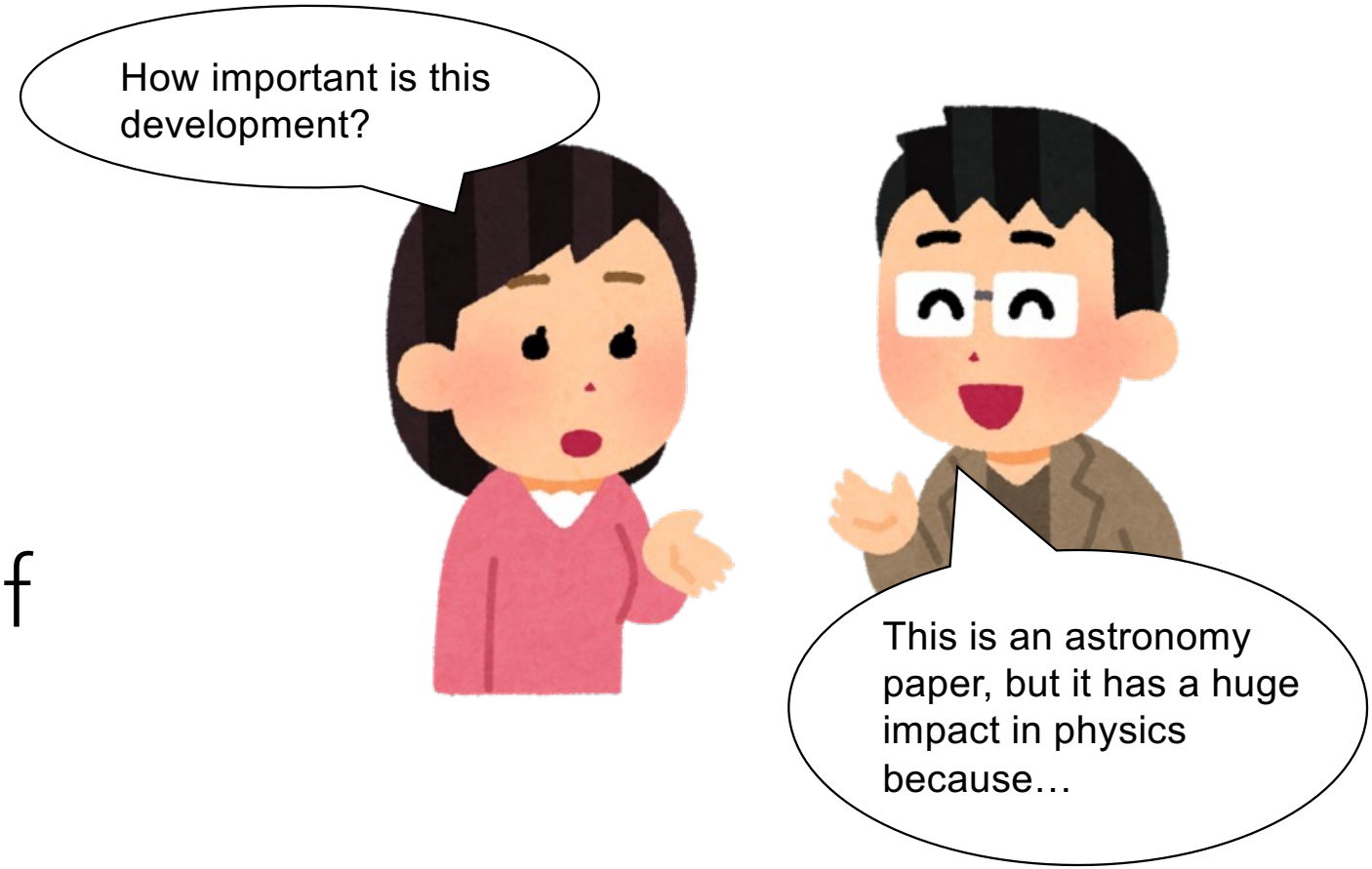
Credit: T2K Collaboration

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

Credit: NASA

I DON'T KNOW

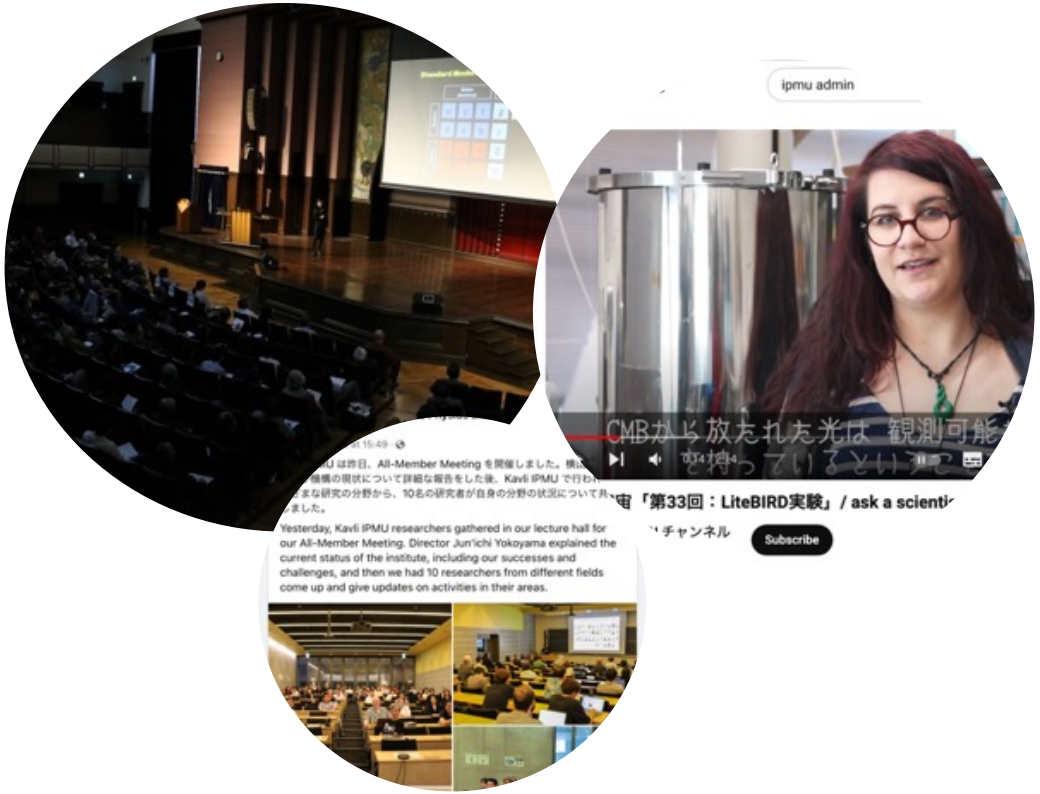
Ask another researcher or staff member about the significance of the study



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 τ=τe. The one-loop correction at the end of inflation is obtained by integrating the bispectrum ov time to the end of inflation, which captures the main contribution at τ=τe.

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

taro.hanada@ipmu.jp

【確認】リリースについて

花田さま、

お世話になっております、広報の角林です。

お忙しいところ申し訳ございませんが、
リリースの確認と修正をお願いできますでしょうか？

どうぞよろしくお願いいたします。

角林

++++++++++++++++++++++++++
Motoko Kakubayashi // 角林元子 (she/her)
Press Officer
Kavli Institute for the Physics and Mathematics of the Universe (Kavli IPMU),
The University of Tokyo Institutes for Advanced Study (UTIAS),
The University of Tokyo

T: +81 04 7136 5980 (direct)

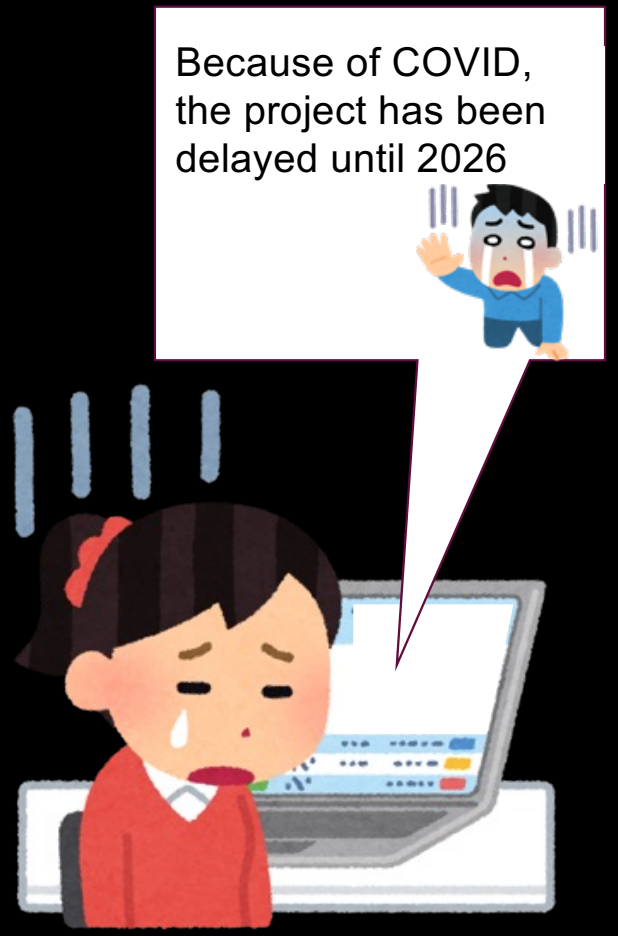
送信

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



A week later

Works on other projects until release date

Marina's work

Starts writing English version based on Japanese text

Motoko's work

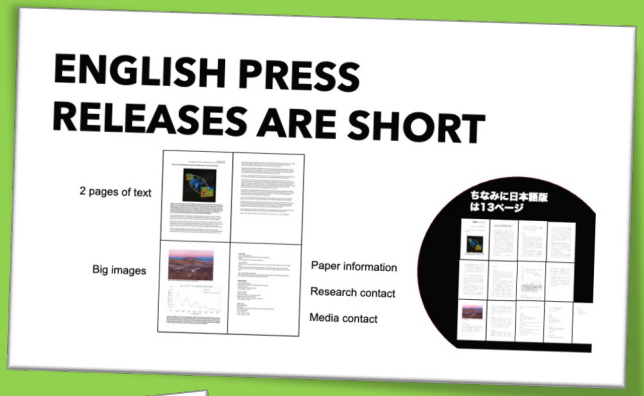
Receives feedback from researcher, edits image(s)

Aya's work

WHAT DOES A GOOD PRESS RELEASE LOOK LIKE?

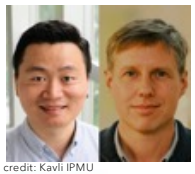
プレスリリースのテンプレートはあるのか？

ポイント



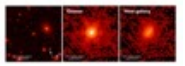
A PRESS RELEASE ANSWERS THESE QUESTIONS

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


credit: Kavli IPMU

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?


Credit: Ding, Onoue, Silverman et al.

Observed the furthest quasar in the universe

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

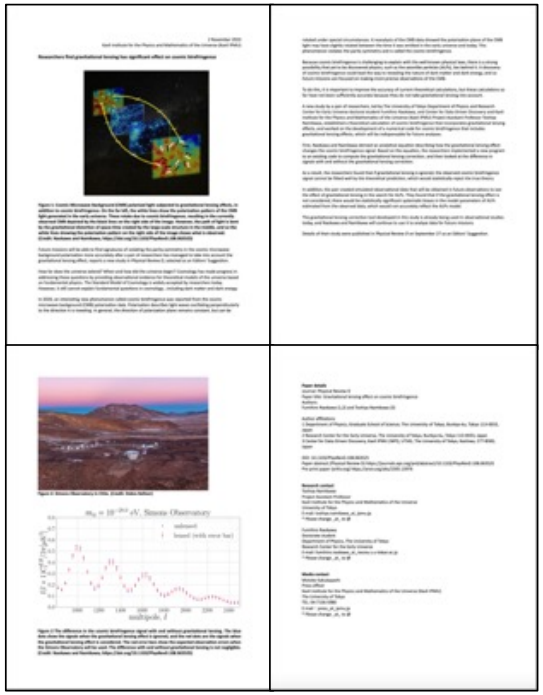

Credit: The HSC-SSP Team/National Astronomical Observatory of Japan

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

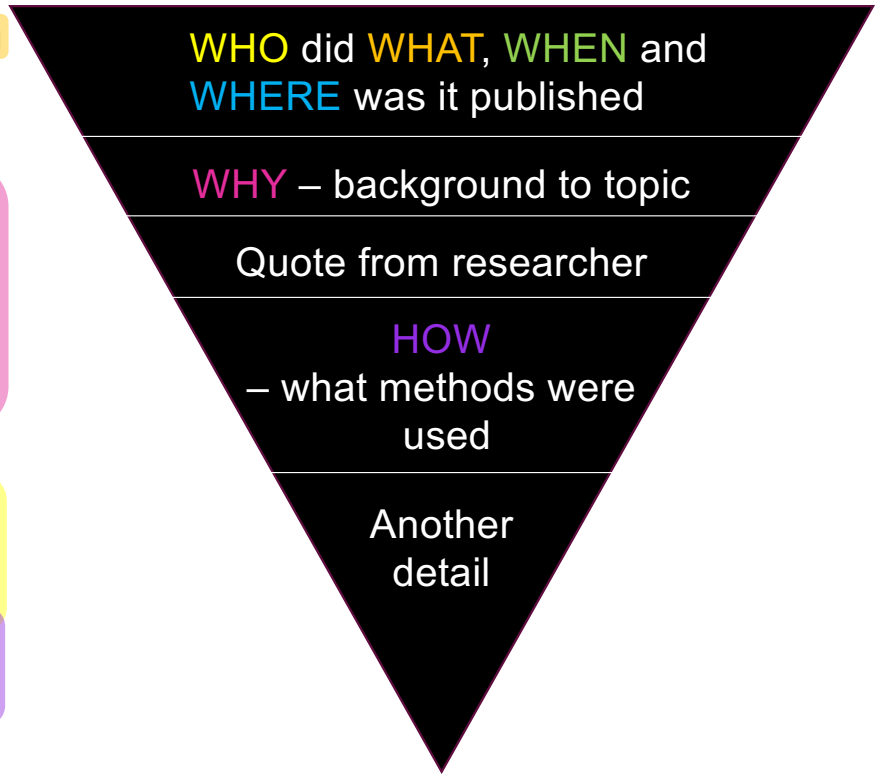
A GOOD PRESS RELEASE PUTS THE MOST IMPORTANT POINT(S) FIRST

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.

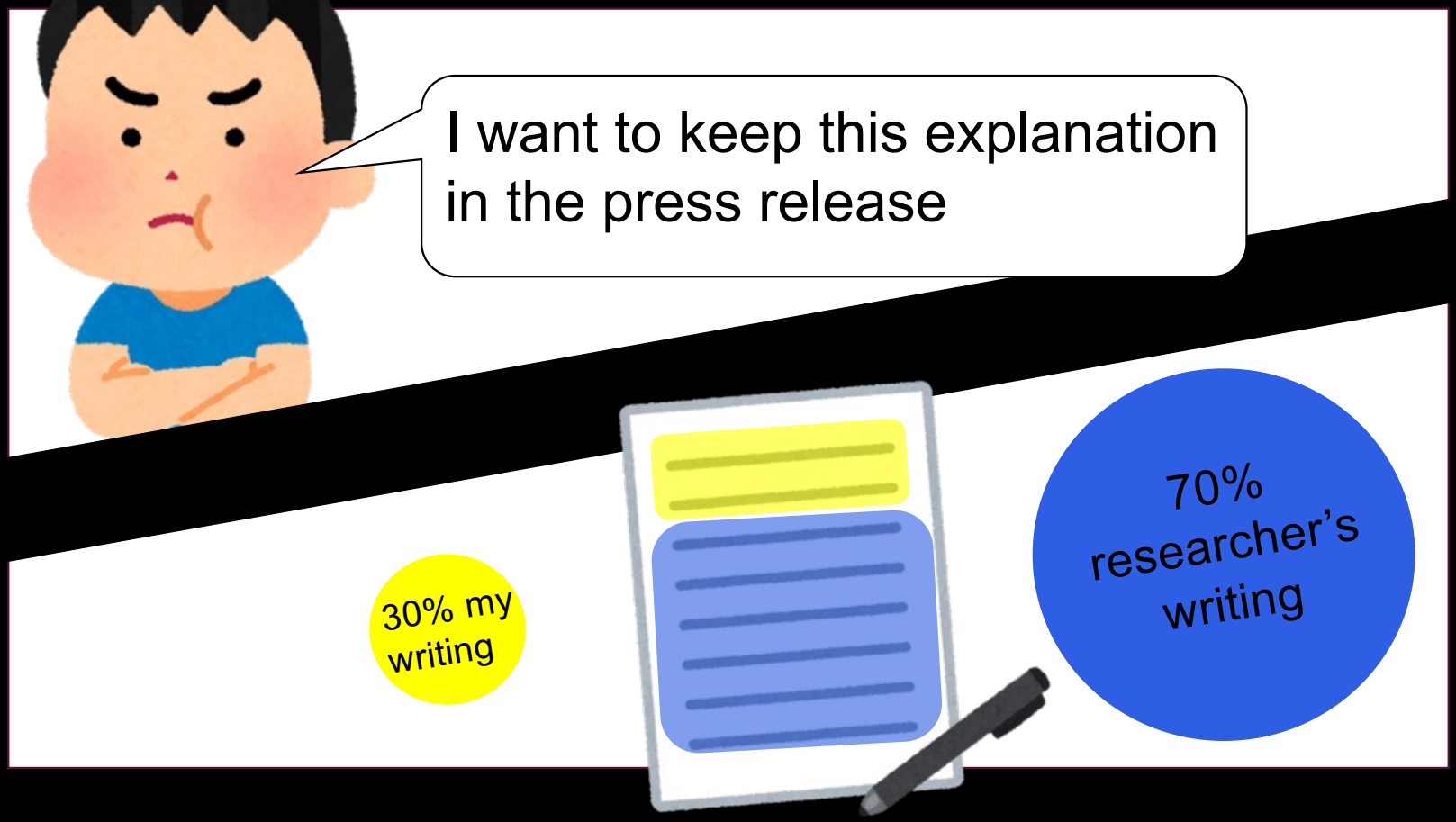
Single-photon emission tomography (SPECT) is currently used for molecular imaging in both animals and humans. However, the technology faces several limitations, including relatively low spatial resolution and challenges associated with the simultaneous use of multiple probes.

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.



Why do all this? Because....

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



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

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

A few days later

Day of uploading press release

Emails domestic press list

Upload to Kavli IPMU website

Social media posts

Marina's work

Emails international press list

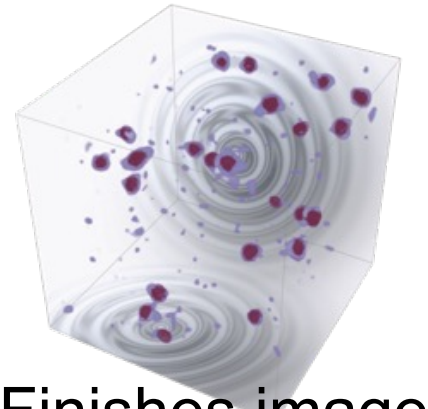
EurekAlert! AAAS

Upload to

AlphaGalileo

asia RESEARCH NEWS

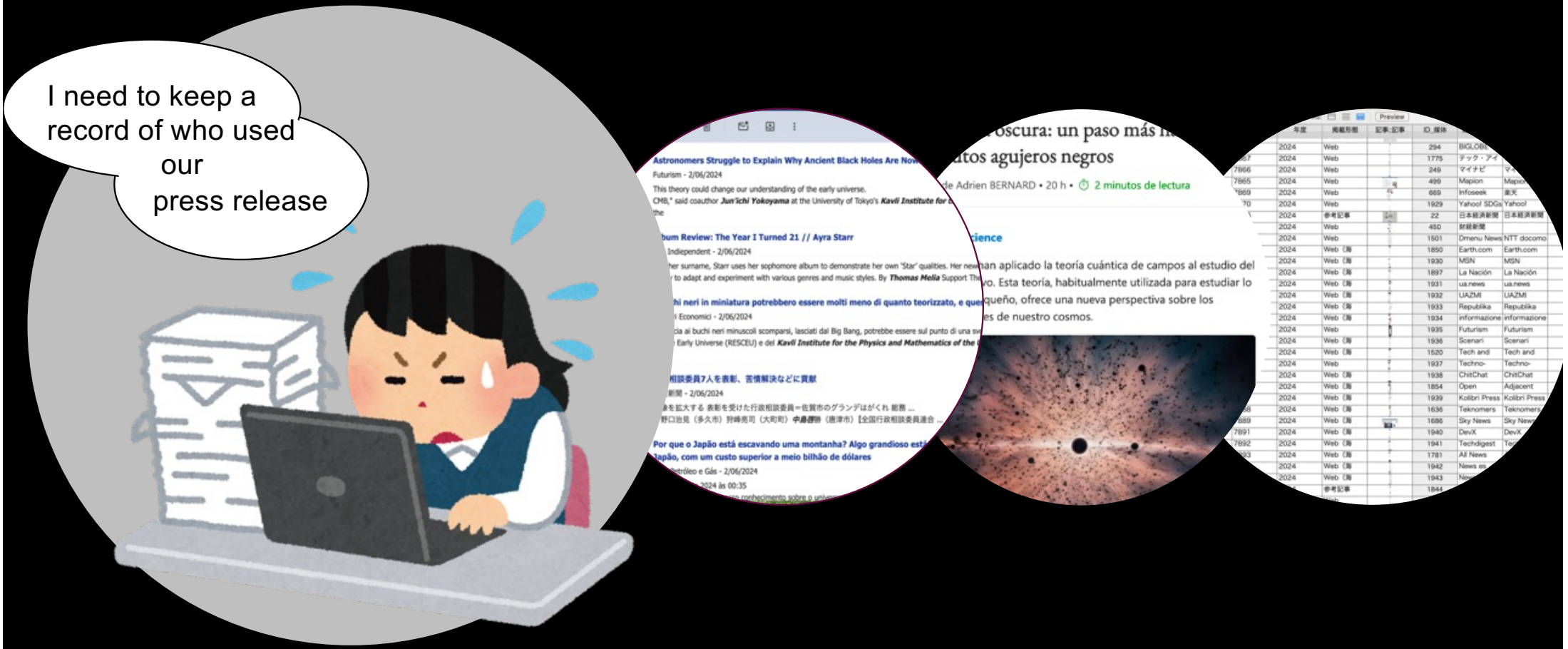
Motoko's work



Finishes image for press release

Aya's work

The next day to next few weeks is evaluating



Monitoring services capture news stories

Check through each story

Materia oscura: un paso más hacia los diminutos agujeros negros

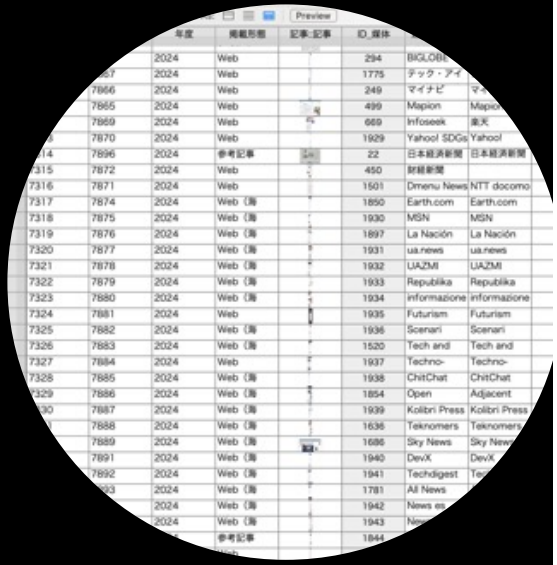
Historia de Adrien BERNARD • 20 h • ⏱ 2 minutos de lectura

Via **Techno-Science**

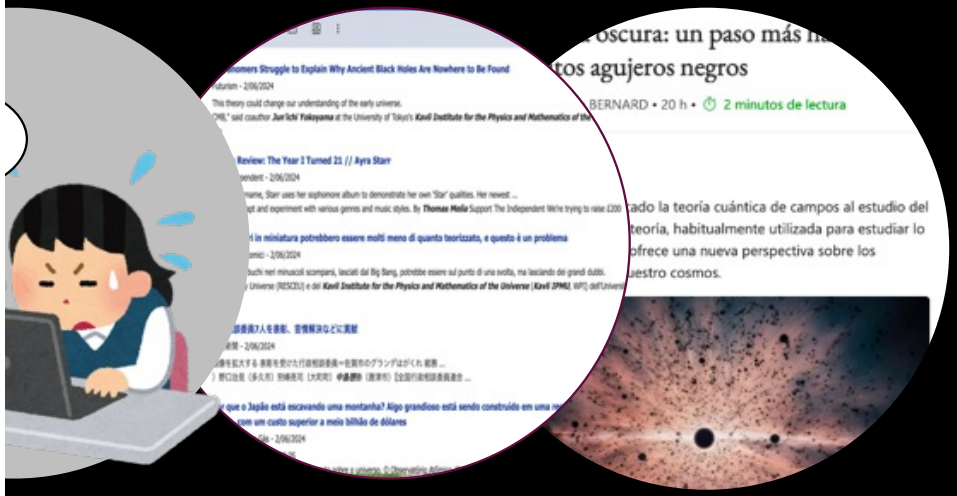
Investigadores han aplicado la teoría cuántica de campos al estudio del Universo primitivo. Esta teoría, habitualmente utilizada para estudiar lo infinitamente pequeño, ofrece una nueva perspectiva sobre los primeros instantes de nuestro cosmos.

Materia oscura: un paso más hacia los diminutos agujeros negros
© Proporcionado 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 y *Physical Review D*.



Archive for future reference



Layout: media_掲載登録 View As: Preview

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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	
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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	
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7339	7899	2024	Web		1501	Dmenu News	NTT docomo	

THANK YOU FOR LISTENING

待ってるよ～