

SciComm 101 **Tips for sharing  
your science news with the world**



The world's largest science news platform



**Brian Lin**

Director of AAAS' EurekAlert!

With more than 20 years of experience as a science communicator, Brian Lin led media training at the University of British Columbia and has more than tripled web traffic at EurekAlert! since 2014.



**Moderator: Tomoki Shimizu**

Junior associate professor at ASHBi's Research Acceleration Unit in charge of PR/outreach activities.

This seminar will offer tips for researchers and university communication staff to work together more effectively to attain international coverage for their scientific research.

**Agenda**

1. Introducing EurekAlert!
2. Academic writing vs press writing
3. Storytelling techniques and images/video
4. Basic flow of news release preparation

**Zoom Online Seminar**  
**Friday 25 June 2021 10:00–11:00am**

Conducted in English  
Open to University Students & Researchers

Contact : ashbi-info@mail2.adm.kyoto-u.ac.jp



Register here!