

Make Your Research Results into International News

– The Importance of Structuring Effective Story and Attractive Visual –

EurekAlert!

The Story Perspective



David Kornhauser
Office of Global Communications
Director

The Visual Perspective



Tomoki Shimizu
Office of Global Communications
Science Communicator

Moderator



Hiroko Hashimoto
WPI-ASHBi (Institute for the Advanced Study
of Human Biology)

Run by AAAS, the publisher of Science magazine, EurekAlert! is the world's largest science news distribution platform. Many leading universities around the world, including Kyoto University, work with EurekAlert!

**Tuesday,
November 12, 2019
16:00-17:00**

**Kyoto University Medicine Campus
1st Floor, Seminar Room
Faculty of Medicine, Building B**

*No. 6 on the map
<https://u.kyoto-u.jp/-h8gu>

***The seminar is conducted in Japanese**

Organizers WPI-ASHBi (Institute for the Advanced Study of Human Biology)
Kyoto University Office of Global Communications
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Abstract

This seminar will introduce the use of EurekAlert! to disseminate research results to overseas media such as the New York Times. Focus will be given to structuring an effective story and the importance of using visuals (video, illustrations, etc.).

Agenda

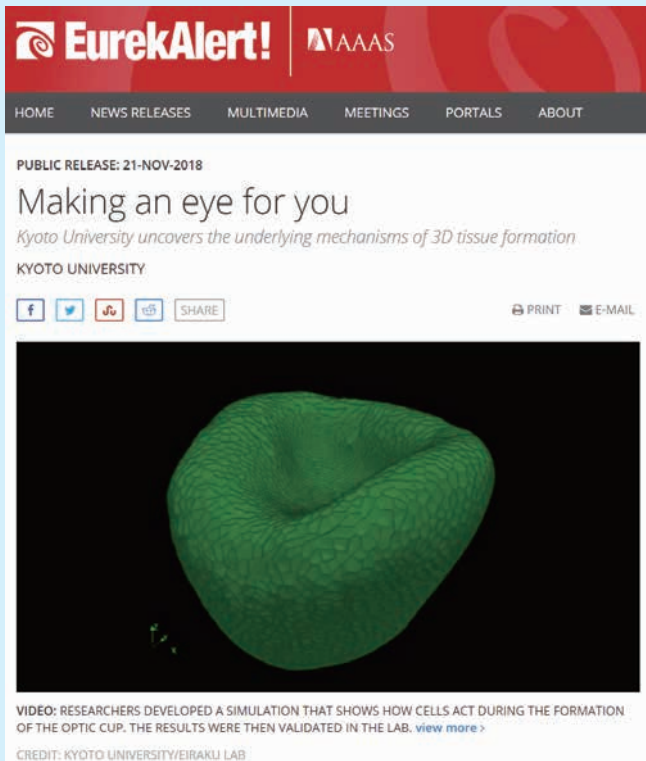
1. A comparison of domestic and foreign press releases along with a description of EureAlert!
2. Explanation on effectively communicate your research results
 - The structuring effective story
 - The use of visuals (video, photos, illustrations)
3. Working with the Office of Global Communications to prepare press releases

**Participation is free, but registration is required
(60 person maximum)**

Register with the QR code to the right or the website below.
<https://forms.gle/SMJv1brwFeKBMkcg7>

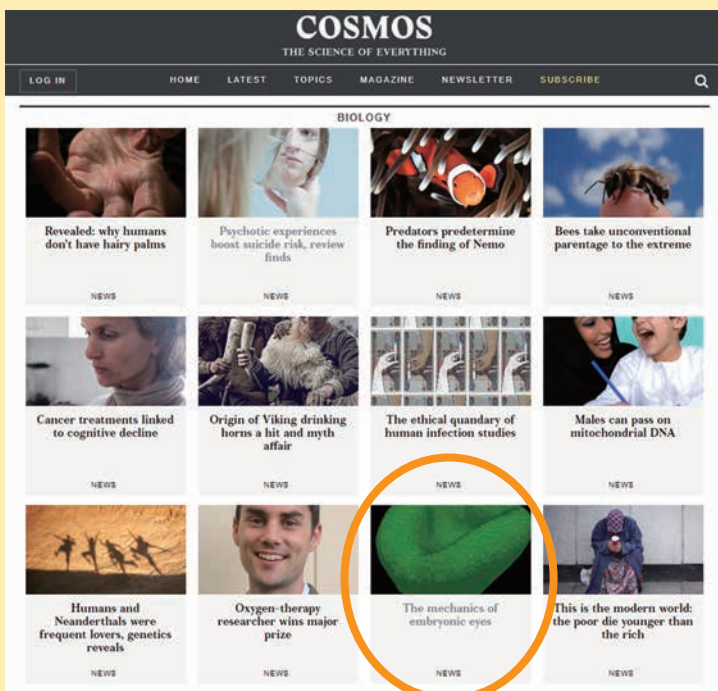


Examples of EurekaAlert! leading to international media coverage

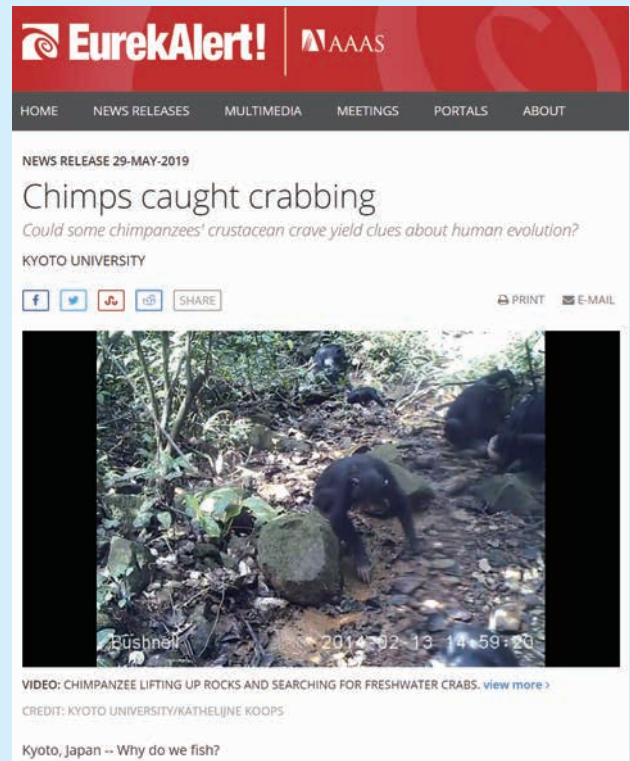


Prof. Mototsuga Eiraku
(Institute of Frontier Life and Medical Sciences, ASHBI)

Last year the lab published a report that explains the mechanism for how the embryonic optic cup self-organizes to develop into a round eye.

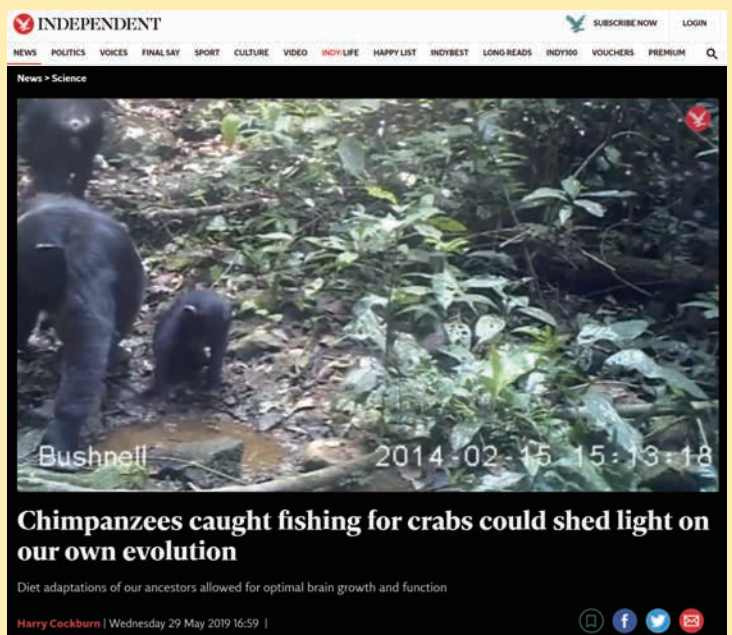


The story was picked up by COSMOS, a website run by The Royal Institution of Australia



Prof. (emeritus) Tetsuro Matsuzawa
(Institute for Advanced Study)

The researchers observed how chimpanzees living in the rain forests of Nimba Mountains in Guinea, west Africa, caught and ate crab in the wild.



This story was featured on website of the British newspaper, The Independent