

# Secrets of Effective News Releases

## for Global Reach — Insights from EurekaAlert! and WPI Institutes —

2024

**6.20** Tue **13:30 – 17:15****Seminar Room [A207]****2F, KUIAS Main Building, Kyoto University**

Registration



*Join us to discover the essence of effective international news releases and practical publication strategies in this collaborative learning experience*

### Keynote Speaker

**Brian Lin**

Director of AAAS' EurekaAlert!



### Speakers

**Issey Takahashi**Science Designer  
WPI-ITbM,  
Nagoya U**Motoko Kakubayashi**Press Officer  
Kavli-IPMU, WPI  
UTokyo**Hiromi Inoue**Research Coordinator  
WPI-ASHBi,  
Kyoto U

13:30	●	<b>Effective News Release Tips etc</b>	<i>B. Lin</i>
14:30	●	<b>International News Release Process and System 01</b>	<i>H. Inoue</i>
15:15	●	<b>International News Release Process and System 02</b>	<i>I. Takahashi</i>
15:40	●	<b>International News Release Process and System 03</b>	<i>M. Kakubayashi</i>
16:05	●	<b>Panel Discussion</b>	
17:15	●	<b>Networking (optional)</b>	
Knowledge Exchanging Discussion and Networking Dinner Participation Fee: 1,000 <small>JPY</small>			



# Speakers List

**Keynote**



Credit: Darius Tay

## Brian Lin

Director of AAAS' EurekAlert!



With more than 20 years of experience as a science communicator, Brian Lin led media training at University of British Columbia and more than tripled web traffic at EurekAlert! since 2014. His current focus is increasing diversity, equity, and inclusion in and through science communication.

Moderator



**Chieko Chiwata**  
Research Coordinator  
WPI-ASHBi,  
Kyoto U



**Issey Takahashi**  
Science Designer  
WPI-ITbM,  
Nagoya U

Issey is a Science Designer at WPI-ITbM, Nagoya University. Having completed his Ph.D. from Nagoya City University and Politecnico di Torino, he conducted research at Nagoya University and the University of Tsukuba before assuming his current role in 2018. His current focus is on visually communicating science in an engaging manner, drawing upon his design experience.



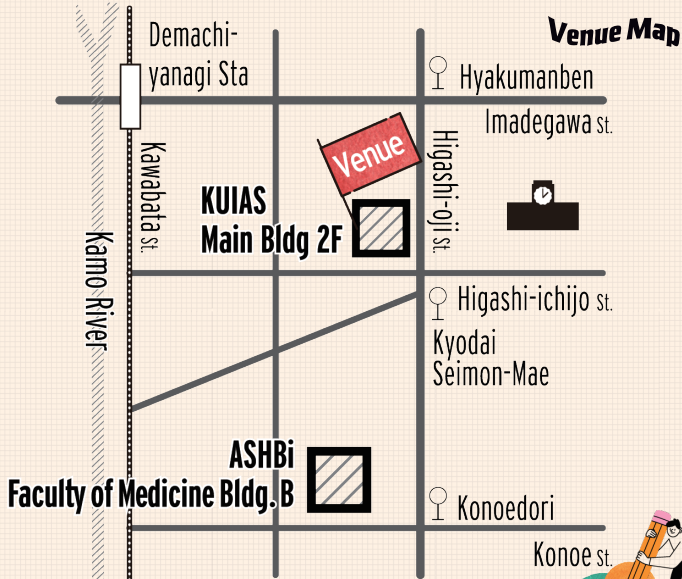
**Motoko Kakubayashi**  
Press Officer  
Kavli-IPMU, WPI  
UTokyo

Motoko Kakubayashi is a press officer at the Kavli Institute for the Physics and Mathematics of the Universe (Kavli IPMU, WPI), The University of Tokyo. Originally from New Zealand, she trained as a physicist, before changing to journalism. The lack of science from the Asia Pacific being represented in the media on a global scale has been a large motivating factor for Kakubayashi. She uses her skills to communicate science to larger audiences, and has held posts at the Science Media Centre of Japan, the Japan Science and Technology Agency, and Radio New Zealand, before moving to the Kavli IPMU in 2015 where she oversees the institute's international communication activities.



**Hiromi Inoue**  
Research Coordinator  
WPI-ASHBi,  
Kyoto U

Hiromi Nakao-Inoue is the research coordinator at the Institute for the Advanced Study of Human Biology (WPI-ASHBi), Kyoto University. After completing her Master's degree in medical science, she worked at RIKEN and the University of California, San Francisco (UCSF). At UCSF, she served as a lab manager, overseeing laboratory operations with PI. Currently, she is passionate about designing the career development program and the research support system including PR and scientific visualization.



News Releases