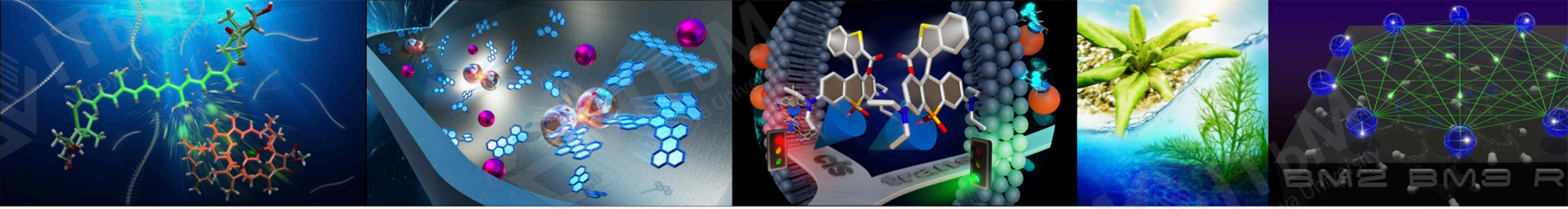


Strategic Communication Enhancement: Press Releases at WPI-ITbM

June 20, 2024 @WPI-ASHBi

Issey Takahashi

Science Designer / Designated Lecturer

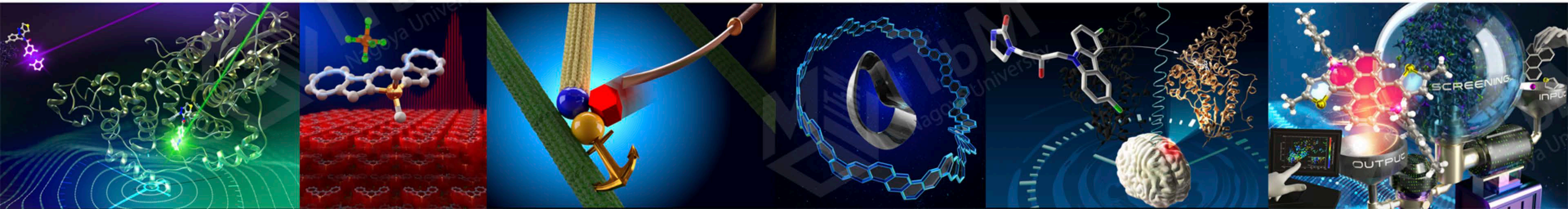
Research Promotion Division,
Institute of Transformative Bio-Molecules (WPI-ITbM),
Nagoya University

wpi World Premier International Research Center Initiative

ITbM Nagoya University

MAKE NEW STANDARDS. 東海国立大学機構

名古屋大学



My background

Undergrad — Design foundation

Maters & PhD — Human factors / Biomedical engineering

Postdoc — Human factors / Biomedical engineering

Postdoc — Human computer interaction

Science Design

2018~

Research Promotion Division (RPD)

Ayato SATO

Manager

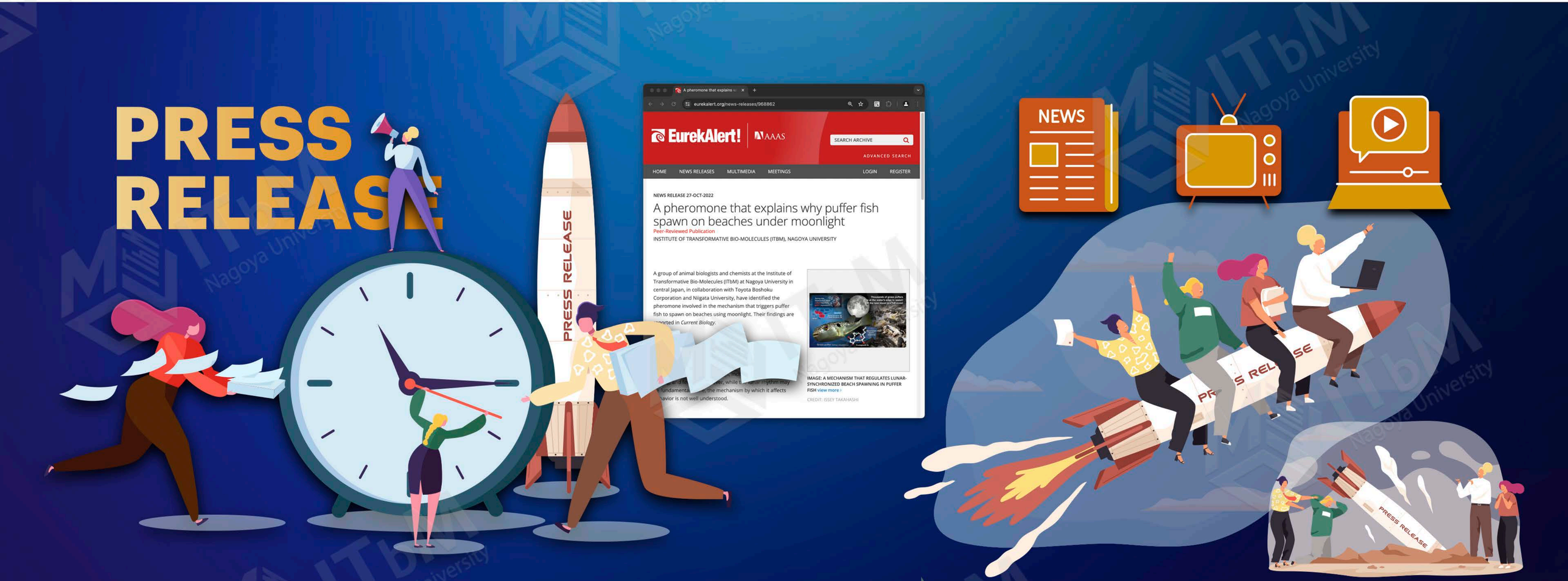
Keiko MIYAKE

PR / Outreach

Issey TAKAHASHI

Science Design

The Inside Scoop on Press Releases



A lot of effort and racing against the clock!

Riding the emotional rocket

Other benefits besides being in the media outlets

A brief, engaging summary for non-experts: clear, concise, and accurate

EurekAlert! AAAS

SEARCH ARCHIVE

ADVANCED SEARCH

HOME NEWS RELEASES MULTIMEDIA MEETINGS LOGIN REGISTER

NEWS RELEASE 27-OCT-2022

A pheromone that explains why puffer fish spawn on beaches under moonlight

Peer-Reviewed Publication

INSTITUTE OF TRANSFORMATIVE BIO-MOLECULES (ITBM), NAGOYA UNIVERSITY

A group of animal biologists and chemists at the Institute of Transformative Bio-Molecules (ITbM) at Nagoya University in central Japan, in collaboration with Toyota Boshoku Corporation and Niigata University, have identified the pheromone involved in the mechanism that triggers puffer fish to spawn on beaches using moonlight. Their findings are reported in *Current Biology*.

As described by Aristotle, people throughout history have been fascinated by the moon. Over the centuries, scientists have identified several connections between the lunar cycle and the behavior of living beings, including migration, mating, and feeding. However, while the lunar rhythm may be fundamental to life, the mechanism by which it affects behavior is not well understood.

IMAGE: A MECHANISM THAT REGULATES LUNAR-SYNCHRONIZED BEACH SPAWNING IN PUFFER FISH view more ›

CREDIT: ISSEY TAKAHASHI

The press release articles serve as communication materials for:

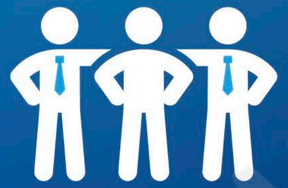
- Companies seeking collaboration opportunities
- Researchers from different fields
- New students / postdocs
- Participants in outreach events

WPI-ITbM press release

Getting featured as media

+

Utilize as communication materials



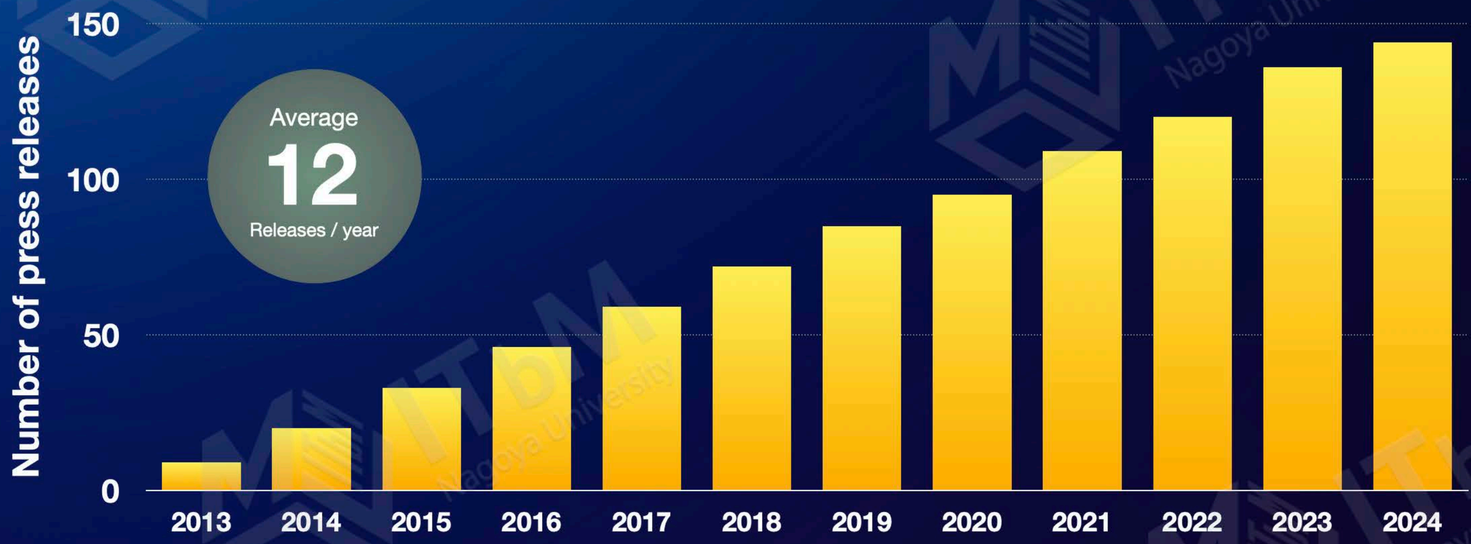
Companies seeking collaboration opportunities

Researchers from different fields

New students / postdocs

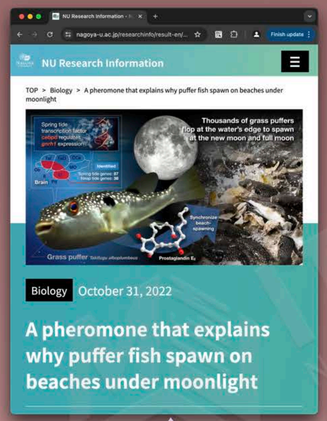
Participants in outreach events

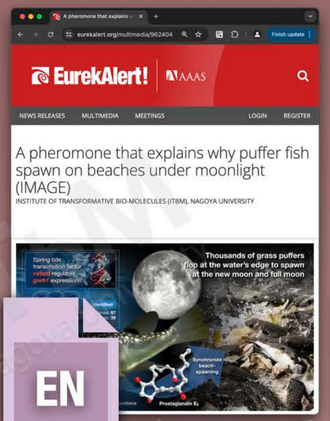
As of April 2024

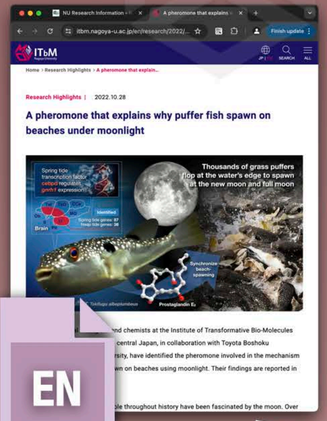


Press release scheme at WPI-ITbM

English







EN

EN

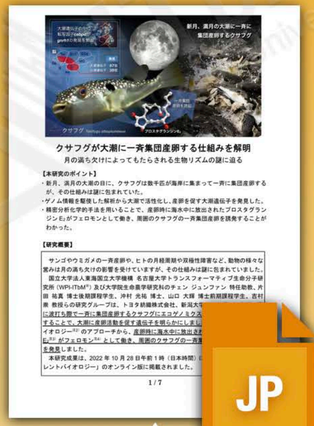
Researchers

EN

JP

Drafts

Japanese



JP

JP

NU website (English)

EurekAlert!

EurekAlert!

WPI-ITbM website (English)

WPI-ITbM website (Japanese)

Press release & conference

NU website (Japanese)

International PR office

EN

+

ITbM Nagoya University

Research Promotion Division (RPD)

Ayato Sato

- Decision making
- Document review

Issey Takahashi

- Graphic creation

Keiko Miyake

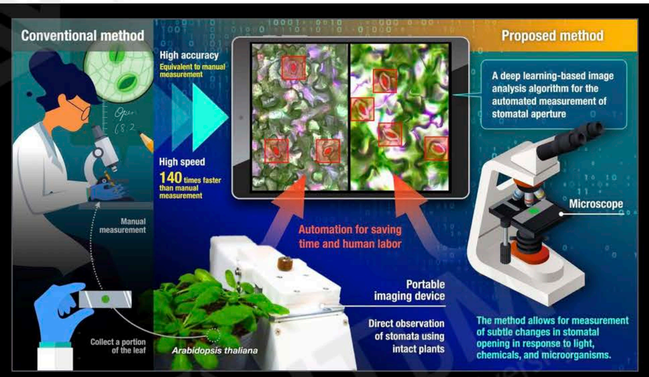
- Liaison & coordination
- Document review

JP

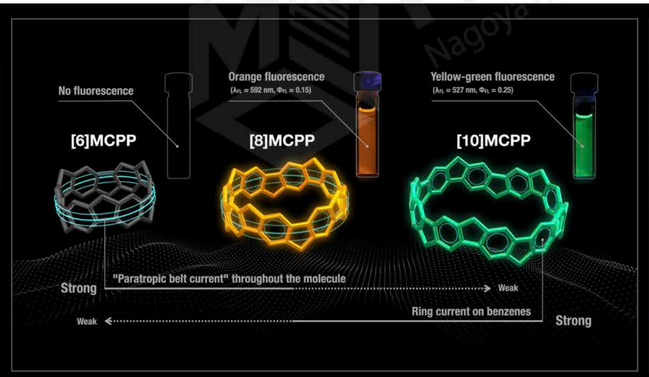
+

PR office (Domestic)

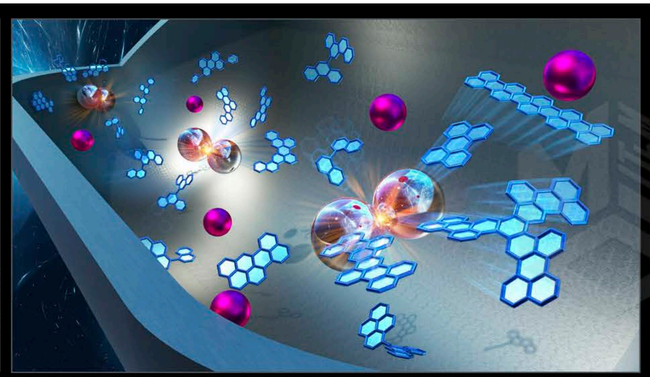
Examples of graphical abstract



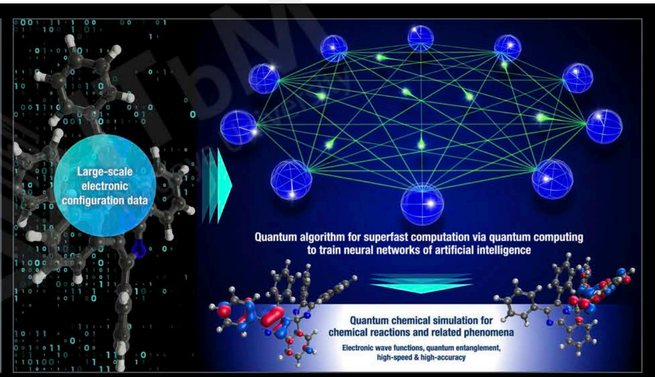
2023.04.27 *Plant Cell Physiol.*



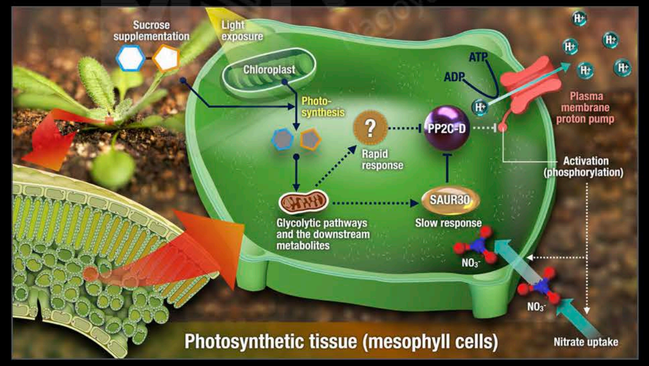
2023.04.13 *J. Am. Chem. Soc.*



2023.04.11 *J. Am. Chem. Soc.*

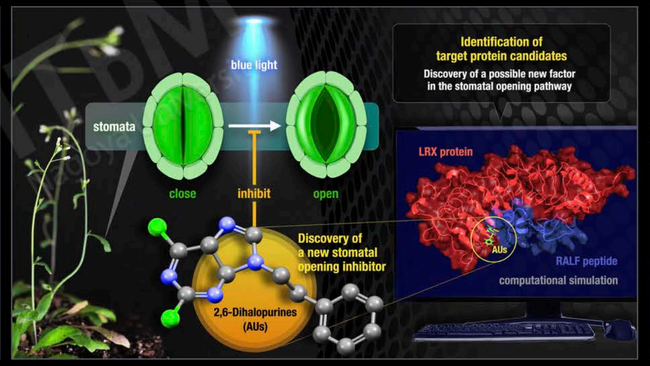


2023.03.31 *Digit. Discov.*

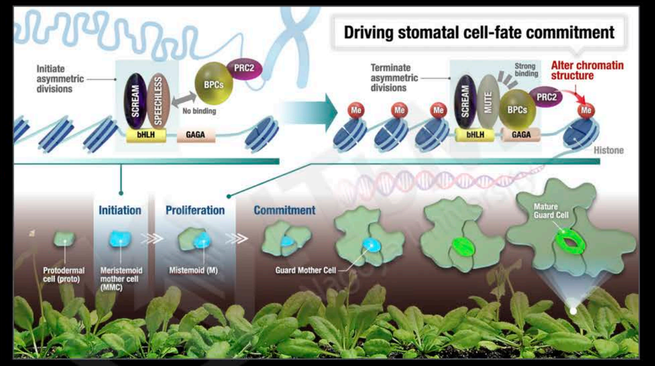


2023.01.30 *Plant Cell Physiol.*

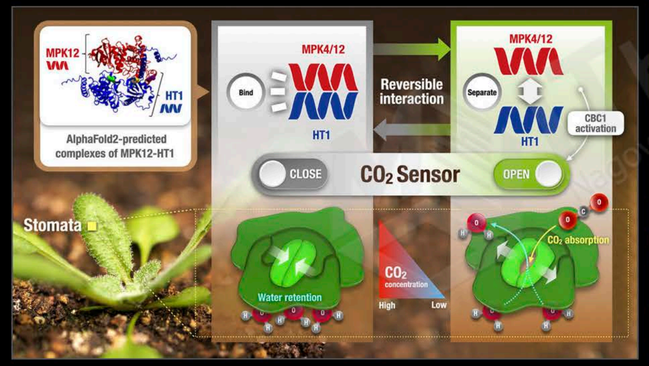
2023.01.25 *Curr. Biol.*



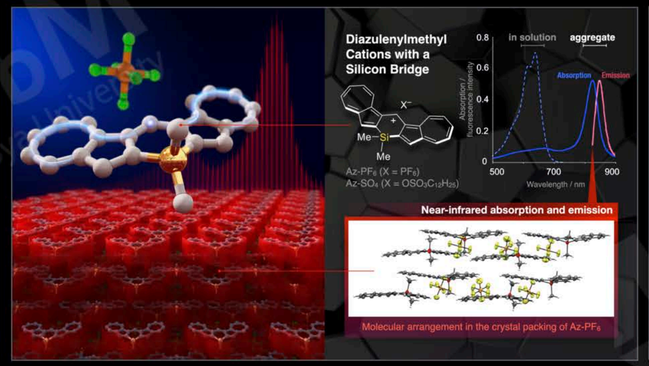
2023.01.16 *ACS Chem. Biol.*



2022.12.27 *Nat. Plants*

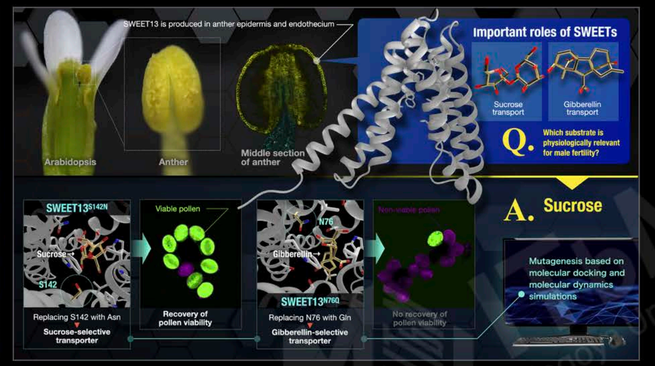


2022.12.08 *Sci. Adv.*



2022.11.02 *J. Am. Chem. Soc.*

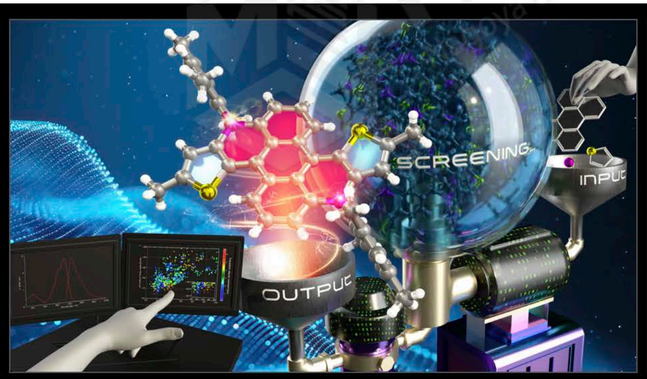
2022.10.28 *Curr. Biol.*



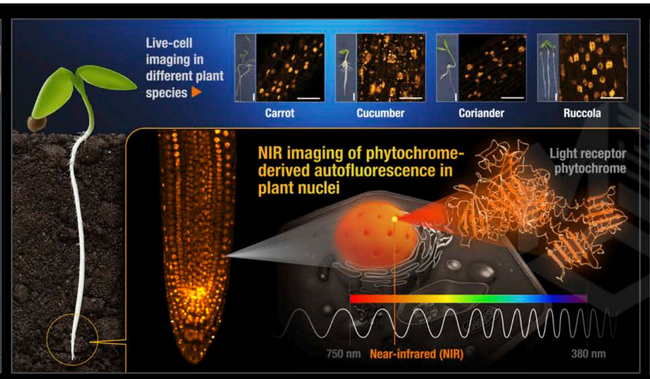
2022.10.11 *Proc. Natl. Acad. Sci.*

Examples of graphical abstract

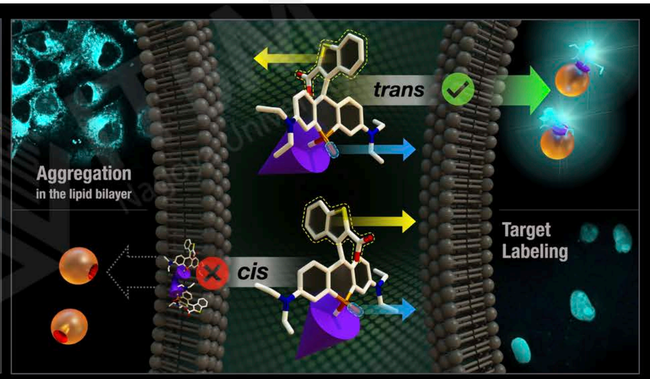
2024.04.26 *Plant Cell Physiol.*



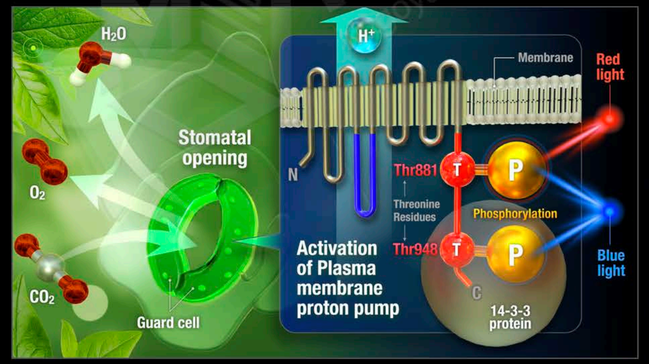
2024.04.23 *Angew. Chem. Int. Ed.*



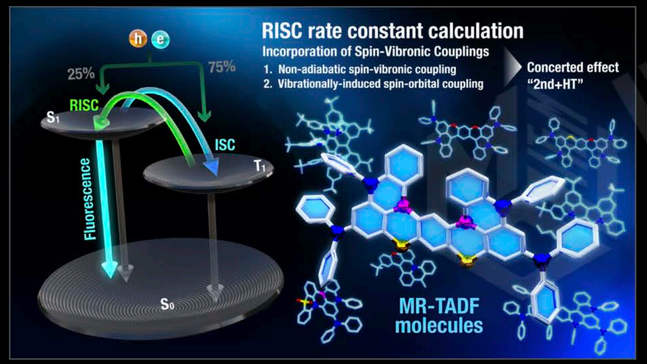
2024.03.22 *Plant J.*



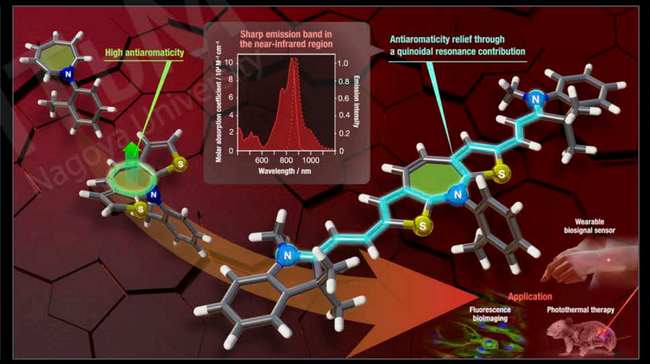
2024.02.29 *Angew. Chem. Int. Ed.*



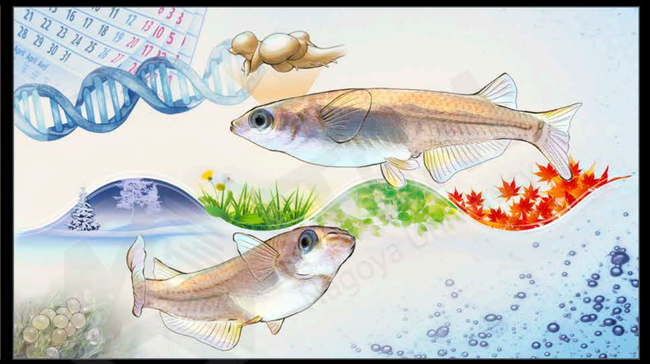
2024.02.21 *Nat. Commun.*



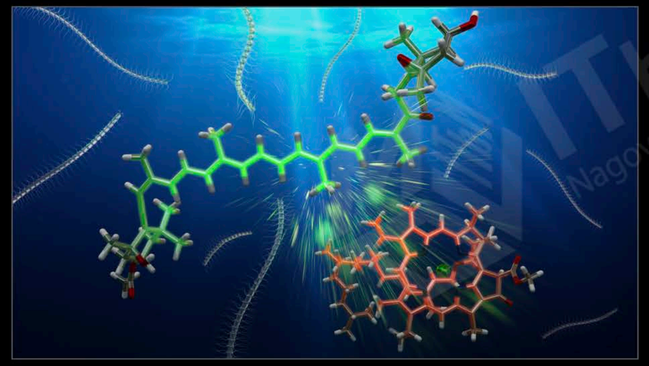
2024.02.01 *Sci. Adv.*



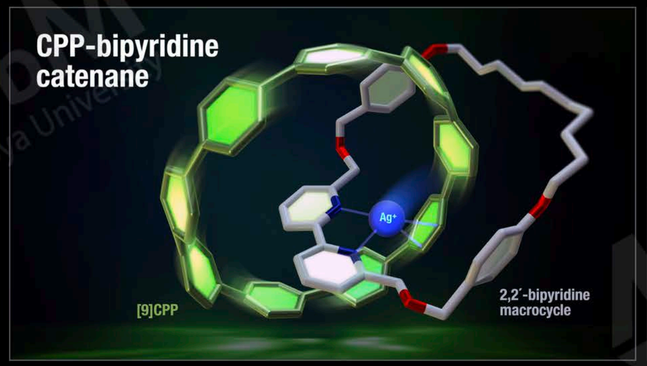
2023.09.22 *Angew. Chem. Int. Ed.*



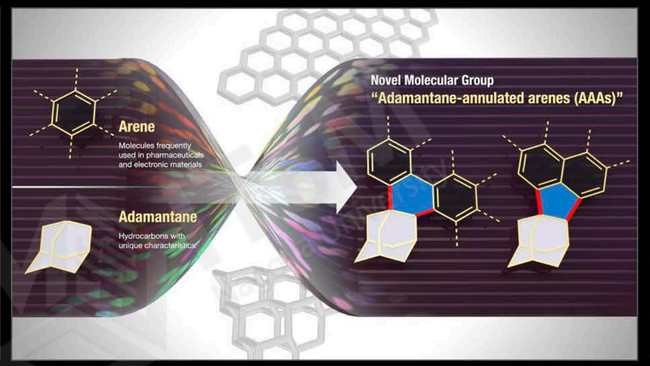
2023.12.19 *Proc. Natl. Acad. Sci.*



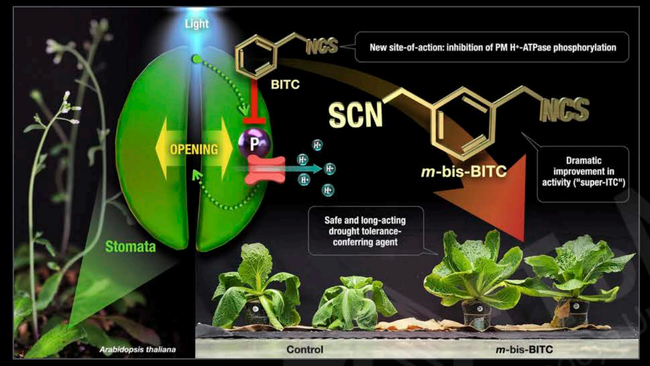
2024.01.19 *J. Am. Chem. Soc.*



2023.09.04 *Angew. Chem. Int. Ed.*

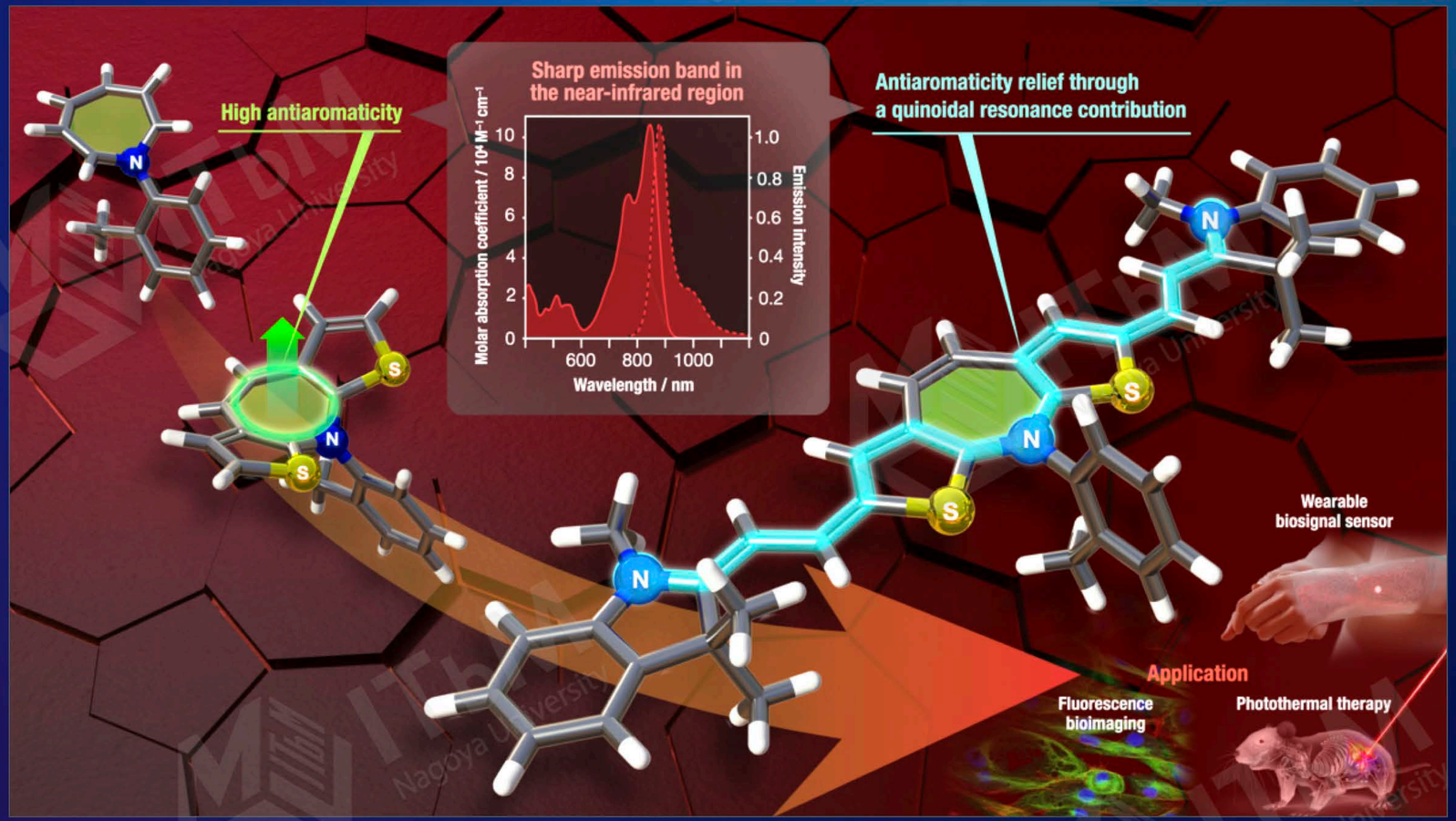


2023.05.22 *J. Am. Chem. Soc.*



2023.05.16 *Nat. Commun.*

Guidelines for visual expression and creation



Visual expression:

- Eye catching
- Easy to understand
- Simple & accurate

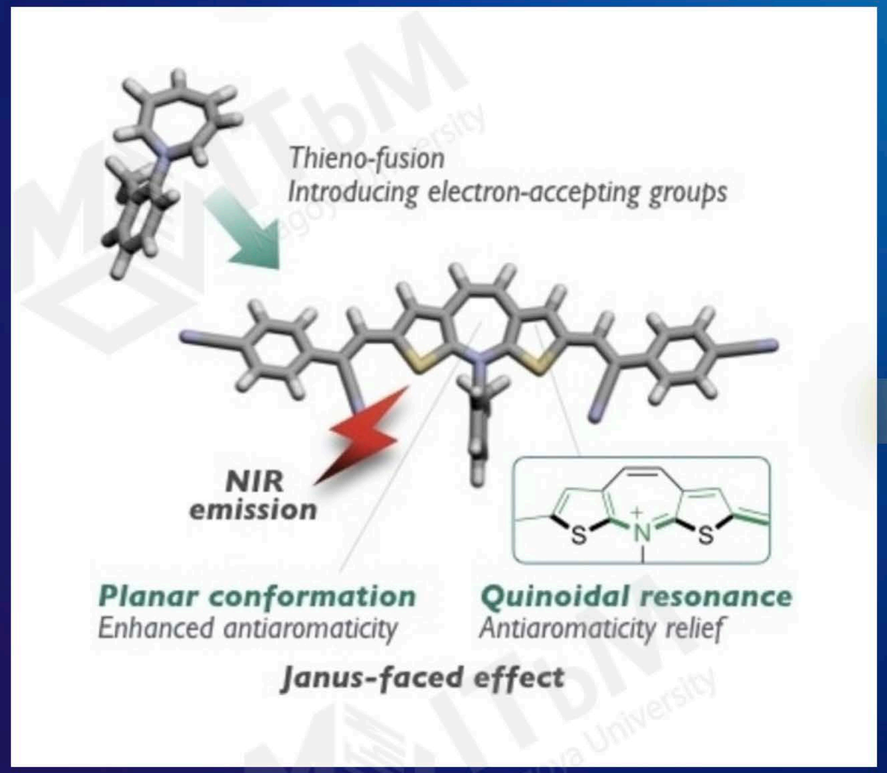
Creation

- Quick and easy
- Minimal process
- Editable

Improve visual expression

Visual expression:
- Eye catching
- Easy to understand
- Simple & accurate

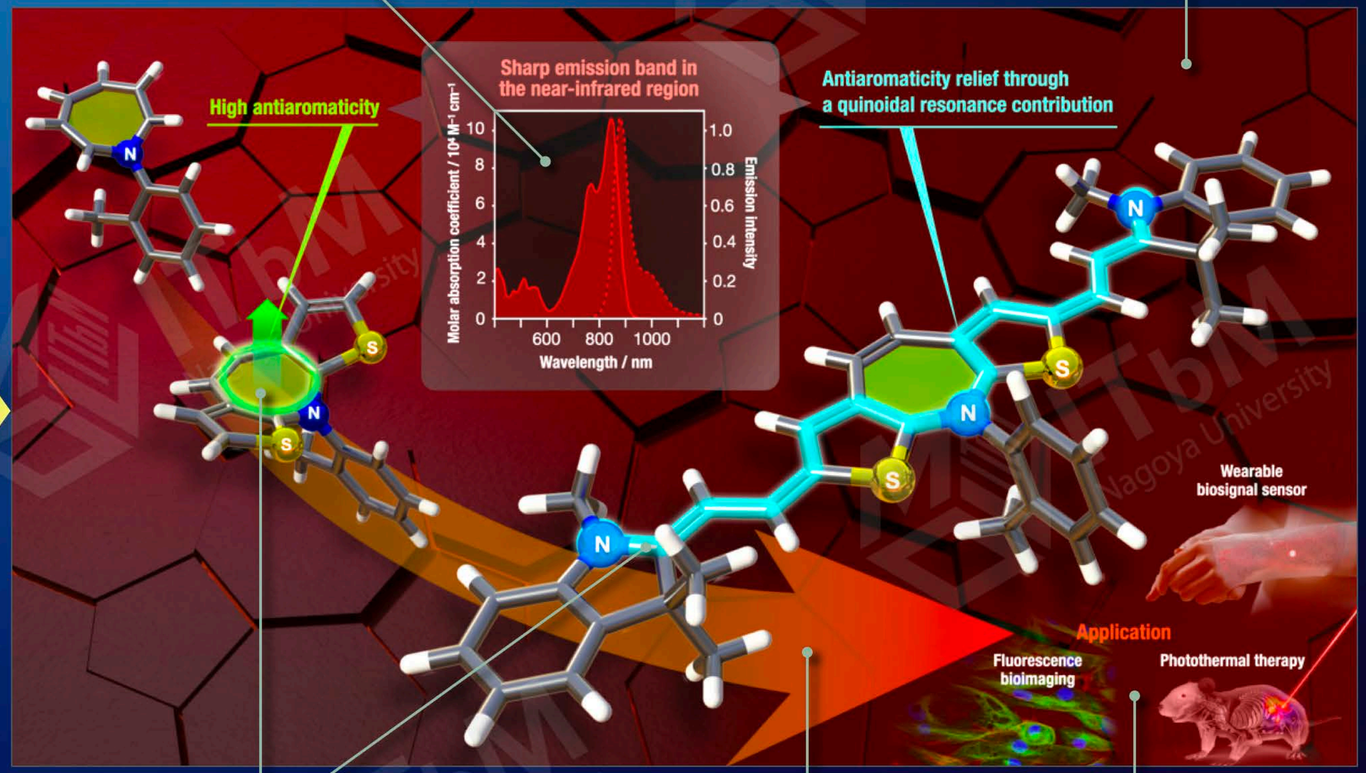
Murai, M., Enoki, T., & Yamaguchi, S. (2023). Dithienoazepine-Based Near-Infrared Dyes: Janus-Faced Effects of a Thiophene-Fused Structure on Antiaromatic Azepines. *Angewandte Chemie International Edition*, *62*(49), e202311445.



Journal TOC (created by the author)

4. Add the representative graph

5. Insert background with pentagonal and heptagonal shape with red color



1. Highlight & enlarge the unique structure

2. Show the development process

3. Indicate the potential applications

The timeline of creating a graphical abstract

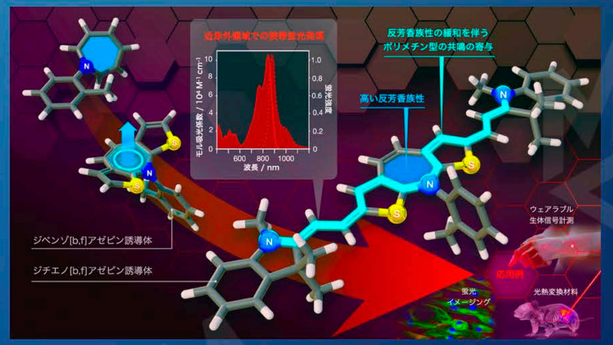
Racing against the clock!

Dr. Y

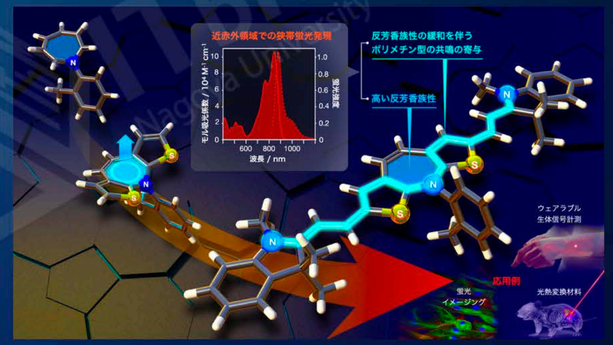
Dr. M

Sept 4, 2023	13:28	Request via Email
	15:00	Meeting (ideation & discussion)
	16:34	Materials
Sept 5, 2023	16:42	1st proof
	17:55	modification request
Sept 6, 2023	10:55	2nd proof
	11:25	modification request
	12:55	3rd proof
	13:01	modification request
	13:08	4th proof
	14:44	modification request
	15:17	5th proof
	16:07	**Completed!**

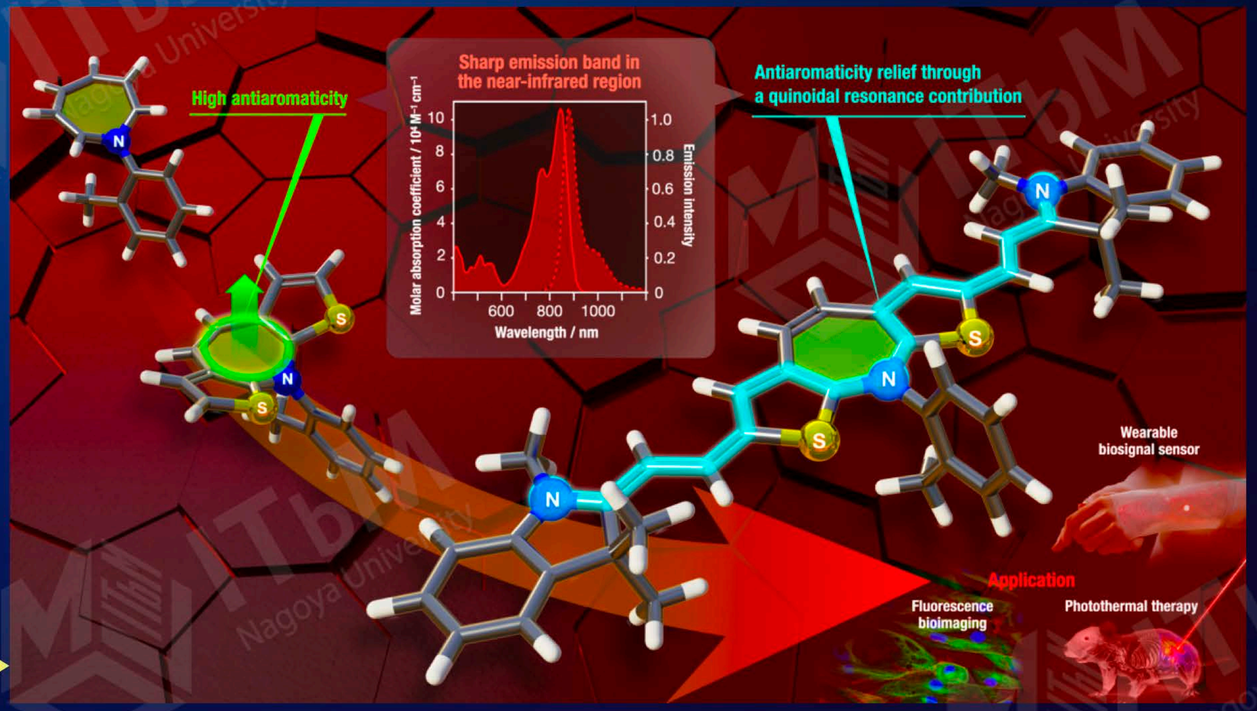
1st proof



2nd proof



5th proof



The creation process

azepine

azepine-thiophene

azepine-thiophene-cyanine

$2PF_6$

ChemDraw

.mol

3 dimensionalization

Chimera

.dae

3D modeling

Autodesk Maya

.obj

Adobe Dimension

.psd

Adobe Photoshop

.png

Keynote

Text & image layout

Visual effect & color adjustment

Material & light setting

Streamlined Creation: Quick, Easy, and Adaptable

Key points

- Use only the features that the software is good at
- Make the creation process in small segments to facilitate modifications
- Make sure that the first and last steps can share data with researchers

◎: Excellent ○: Fair △: Poor ×: Unavailable

Software	Create a molecular structure data	Three-dimensionalize a molecular structure	3D modeling	Material & light setting	Visual effect & color adjustment	Text & image layout	Data sharing with researchers
ChemDraw	◎	○	×	×	×	△	◎
Chimera	×	◎	△	△	×	×	◎
Autodesk Maya	×	×	◎	○	△	×	△
Adobe Dimension	×	×	△	◎	△	×	△
Adobe Photoshop	×	×	×	×	◎	○	△
Keynote	×	×	×	×	△	◎	◎

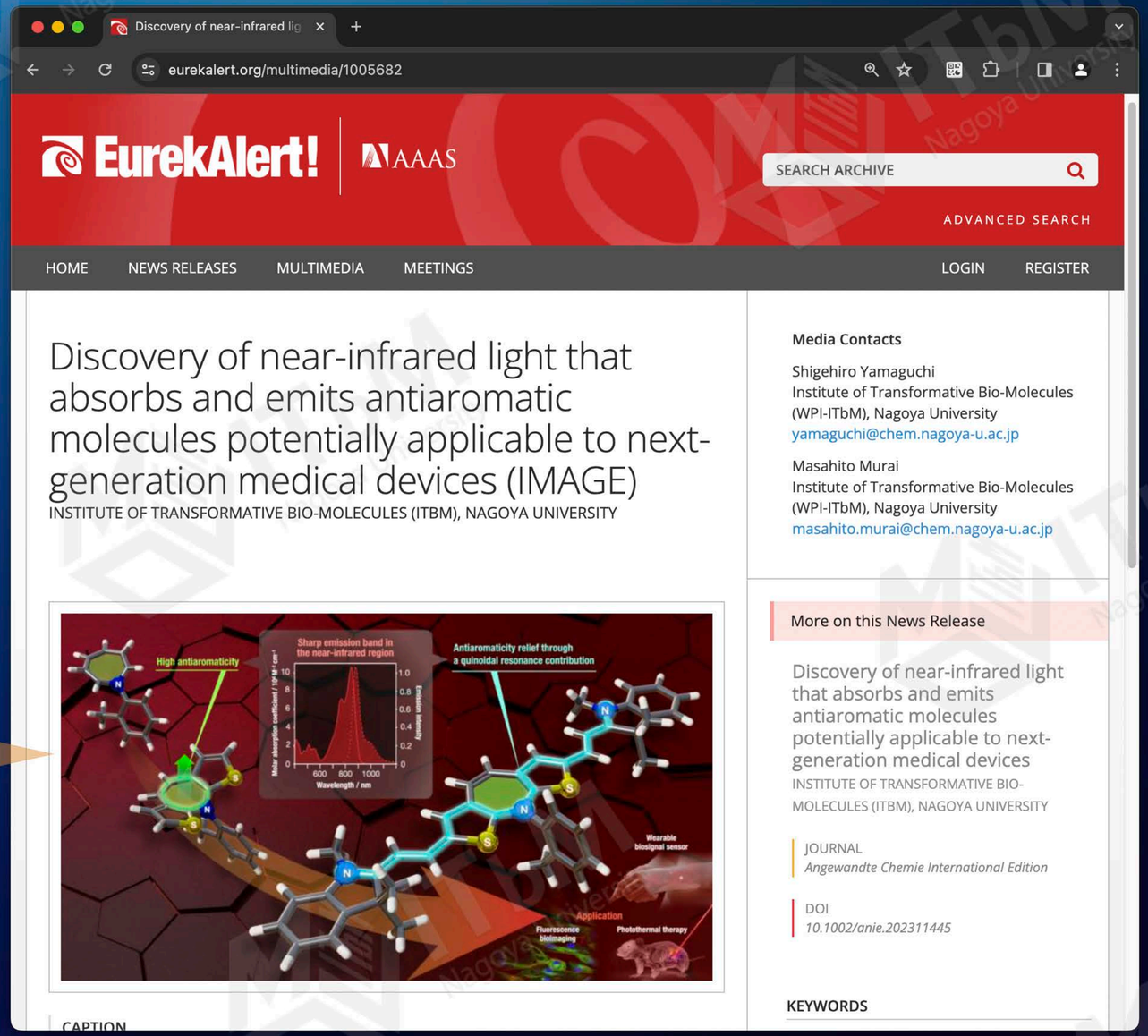
Guidelines for visual expression and creation

Visual expression:

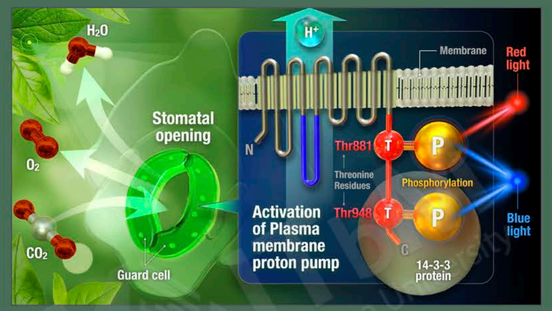
- Eye catching
- Easy to understand
- Simple & accurate

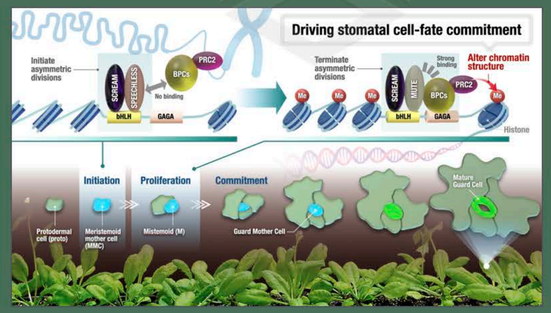
Creation

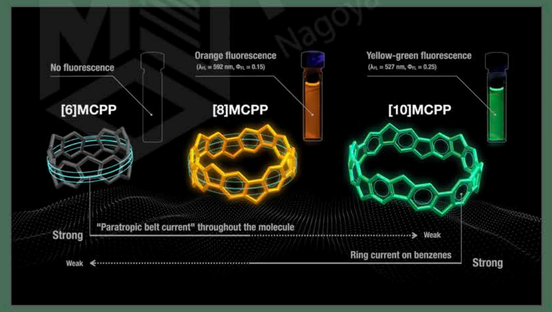
- Quick and easy
- Minimal process
- Modifiable

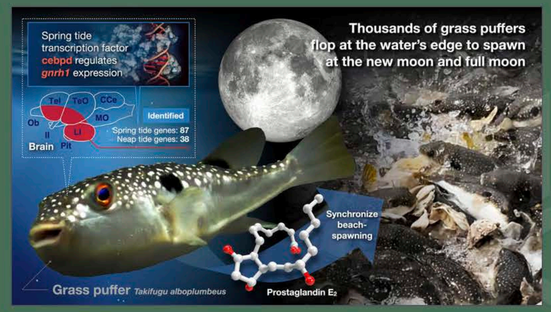


With text or no text?









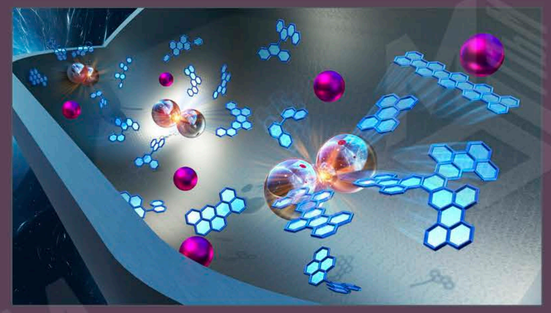
PROS

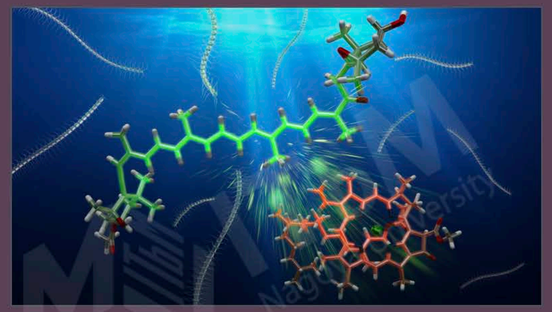
- Concrete information
- Useful for reuse
- Preferred by researchers (?)

CONS

- Too much information
- Complicated
- Less impact

VS





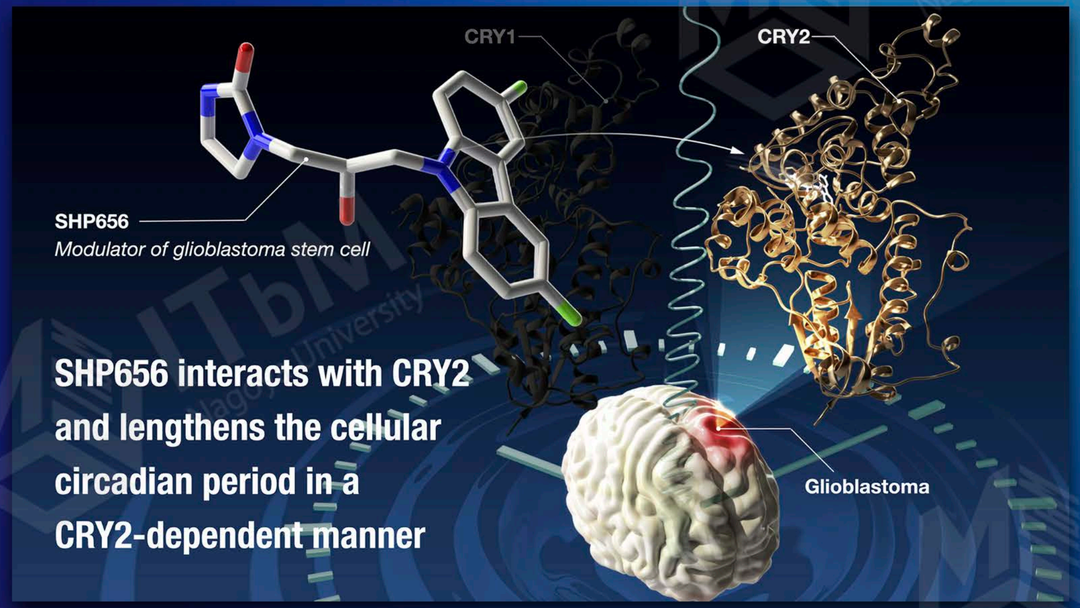
PROS

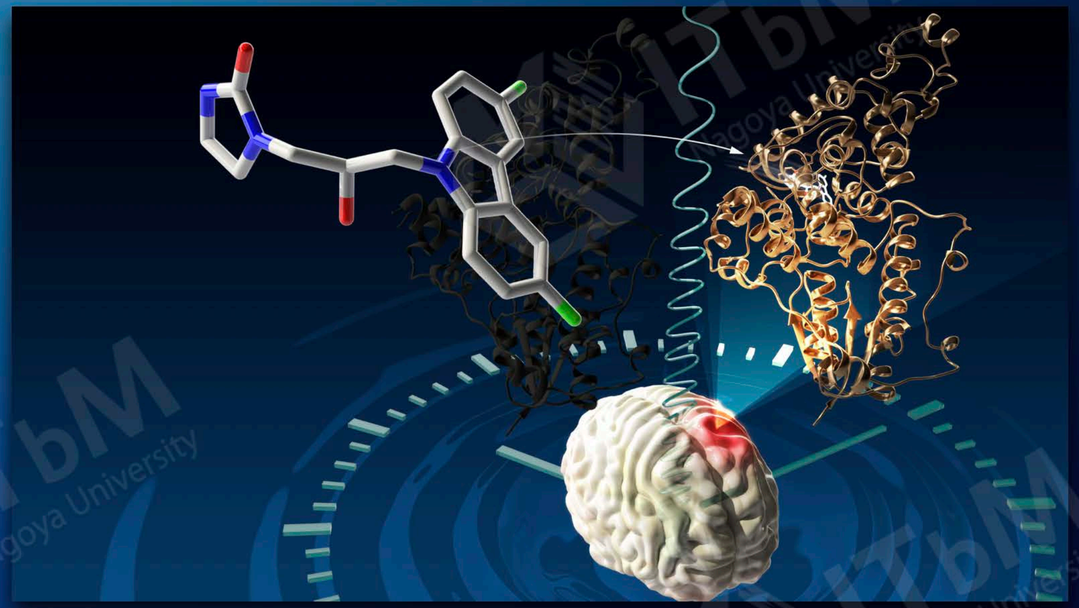
- High impact
- Eye-catching
- Preferred by international media (?)

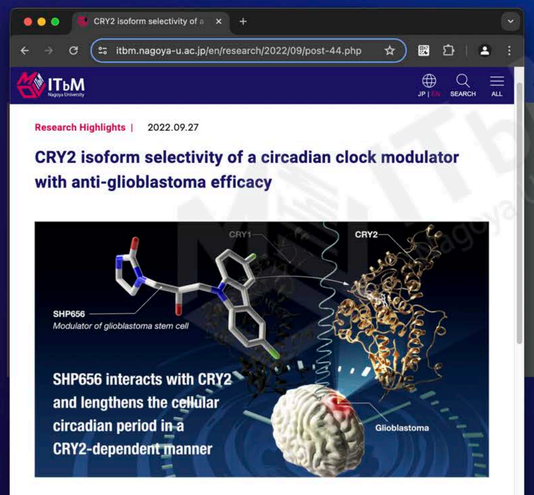
CONS

- Abstract
- Limited reuse

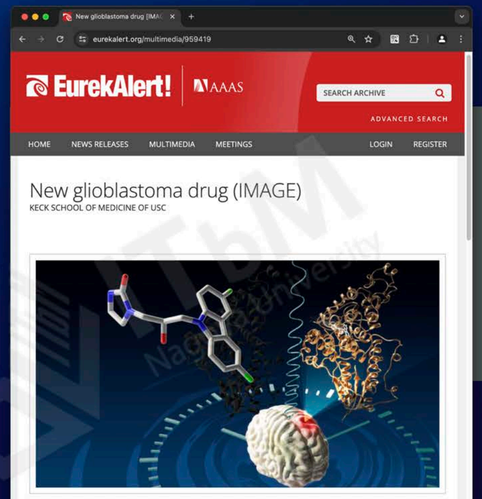
Experimental attempt





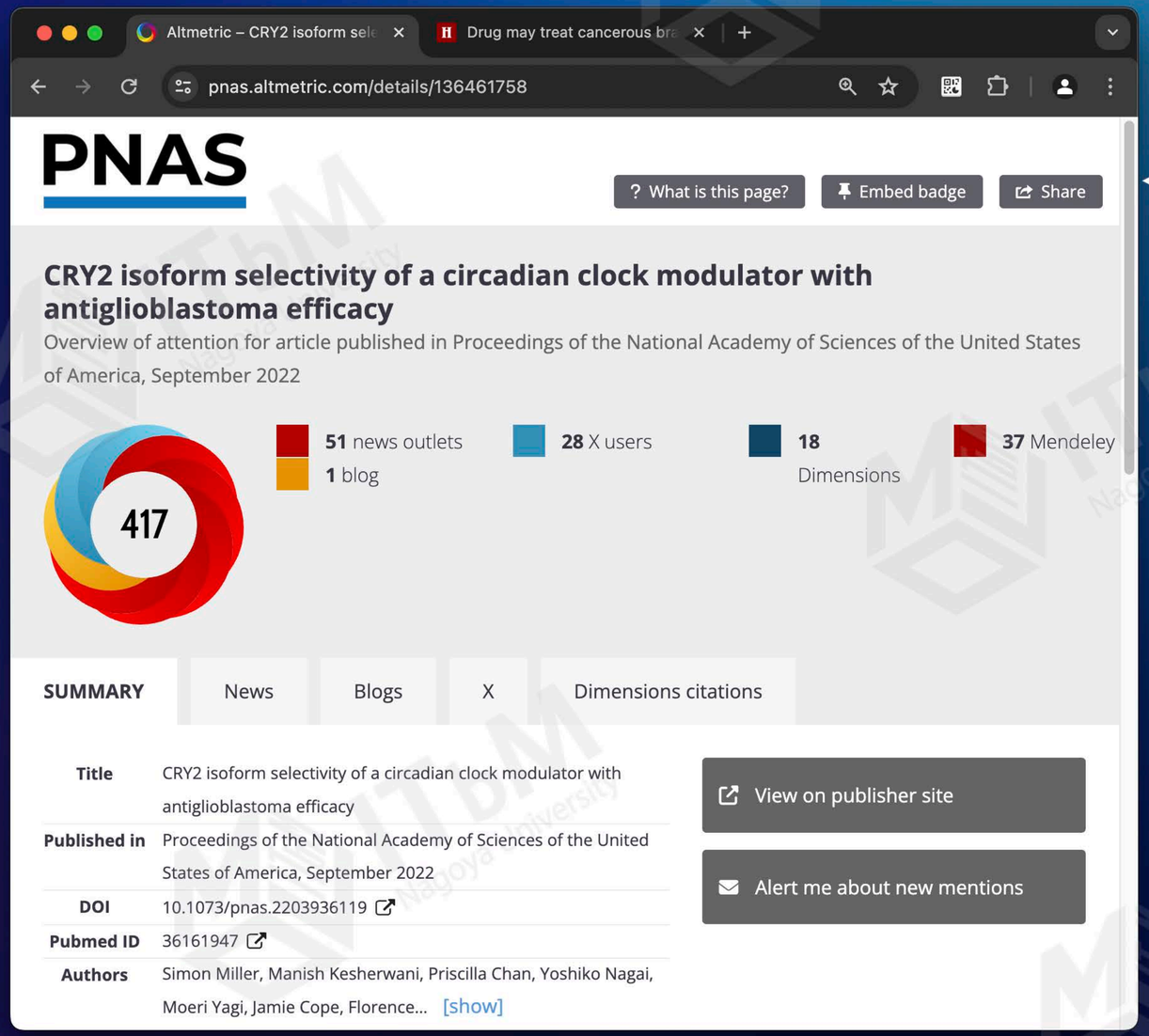


- ITbM (website)
- Nagoya Univ. (website)



- EurekAlert!
- Keck School of Medicine, USC

Experimental attempt



Altmetric has tracked 26,135,447 research outputs across all sources so far. Compared to these this one has done particularly well and is in the 99th percentile: it's **in the top 5% of all research outputs ever tracked** by Altmetric.

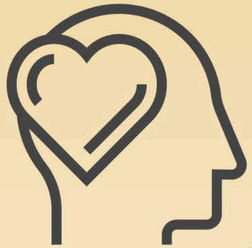
But...

- Creating a layout that works for both versions is challenging.
- Requires frequent interaction with researchers

My key focus points for smooth press releases

See what researchers are working on a daily basis

Avoid starting from scratch

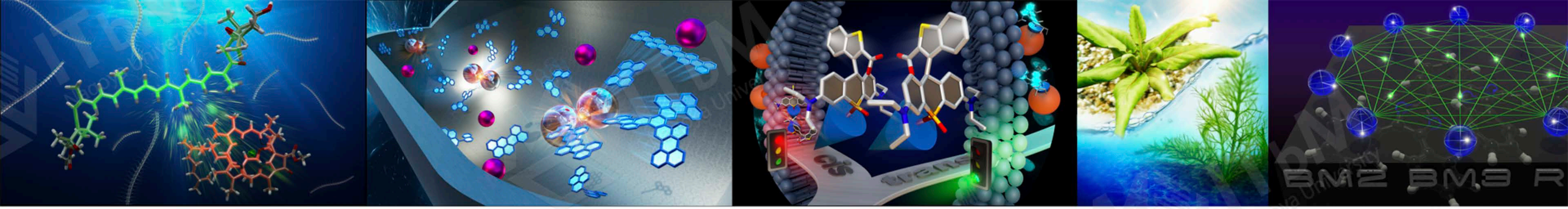


Understand the personality and preferences of the researcher

Avoid extra-modification due to misalignment of expression preferences

Clearly share with the researcher what we can and cannot do

Avoid conflicts arising from task delegation



Thank you for your attention!

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ITbM Nagoya University

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