

Research and the media

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healthsci.mcmaster.ca



Objective:

To inform about the communication services and support offered by FHS and DFM, and to provide guidance and best practices on how to effectively communicate and disseminate research findings to the media and the public.

What we'll cover:

Introductions

Department & Faculty Communications

News media 101

So, you had a paper accepted...

Helpful to highlight

Faculty of Health Sciences

Introductions



DFM Communications - Introductions



Casey Irvin

**Manager, Knowledge Translation
and Strategic Communications**

(as of March 18)



Erin Beaulieu

**Manager, Knowledge Translation
and Strategic Communications**

(until April 5)



Advina Kamaric

**Knowledge Translation
Specialist**

Who we are



Jenny Stranges
Manager, Communications and Media Relations
Faculty of Health Sciences



Adam Ward
Communications Officer (Media Relations)
Faculty of Health Sciences

Faculty of Health Sciences

Department and Faculty Communications



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Department of Family Medicine Communications and Knowledge Translation

- **Consult** on the knowledge translation (KT) process, including planning, implementation and evaluation.
- **Develop strategic KT plans** for research projects and programs (beginning of project, end-of-grant and anywhere between)
- **Synthesize and disseminate** research knowledge using a variety of KT and communications strategies (e.g., plain language, social media, infographics, videos)
- Develop **content** and **manage** DFM communications channels – social media, newsletter, website
- Develop **resources** to support DFM research teams engage in KT and communications

Faculty of Health Sciences Media & Communications team

Earned media: Independent journalism produced by external news sources, including traditional (print and broadcast) and new media (podcasts, web-only news sites).

THE CONVERSATION The New York Times
THE CANADIAN PRESS

HAMILTON SPECTATOR

CBC

NATIONAL GEOGRAPHIC

CNN

Owned media: Editorial content developed for the news section of the FHS website.



Proactive media relations:

- Develop media releases, advisories, pitches to entice media response
- Issue expert advisories to enhance the visibility and reputation of our faculty members
- Develop written content for our website (“FHS News”)
- Provide ad-hoc media coaching
- Support faculty with crafting and pitching of opinion articles

Reactive media relations:

- Respond to media inquiries for McMaster expertise
- Handle ‘issues management’ on situations suggesting reputational risk
- Crisis communications

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News media 101

The value of news stories

- Educate/inform public (aka knowledge translation) by sharing expertise
- Attract the best faculty members and best students
- Increase funding from governments and donors
- Better community relationships
- Fastest, least expensive, means of communications to mass audience

What makes something news?

To journalists:

- Consequence and impact
- Human interest
- Proximity and timeliness
- Conflict or eminence and prominence
- Unusual

At McMaster:

- Research results that impact people or on topics of public interest
- Faculty expertise on topics of public interest
- People stories
- Work being done to drive forward equity, diversity, inclusion and Indigenous reconciliation



Storytelling formats



Print:

- Emphasis on headlines
- Longer interviews
- Facts and figures



Television:

- Visual storytelling
- Interviews boil down to short clips
- Pre-taped or live



Radio:

- Short and long form interviews
- More conversational
- Interviews can be used in news segments



Podcasts:

- Emphasis on headlines
- Longer interviews
- Facts and figures

These images were created using DALLE-3

Geography of outlets



Local:

- Emphasis on local news
- Smaller newsrooms
- Feeds national coverage



National:

- Broader Canadian interest
- Works with local media
- Mix of Canadian/global stories



International:

- Similar to national media
- Devoted to their audiences
- Won't pass on a good story

These images were created using DALLÉ-3

The changing news media landscape

Metroland to cease print publication of dozens of community newspapers across Ontario

TORONTO STAR

CBC/Radio-Canada to cut 10 per cent of workforce, end some programming as it faces \$125M budget shortfall

 **CBCNEWS**

Bell Media ends some CTV newscasts, sells radio stations in media shakeup amid layoffs

NATIONAL POST

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So, you had a paper accepted or were asked to do an interview...

Your research paper has been accepted. Now what?

- Identify your goals, target audience and key message(s)
 - Ask yourself, **does my research have broad public appeal?**
- **Contact DFM Communications**, we can work with you and then loop in the FHS Media Relations Team
 - [FHS Research Intake Form](#)
- **Timing** is important!
- We will discuss a **strategy** that works best for the research

Knowing your audience

Type 2–polarized memory B cells hold allergen-specific IgE memory



McMaster and ALK researchers
discover new cell that remembers
allergies



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**Canadian researchers discover cell that may help
develop cure for allergies**



HEALTH SCIENCES

Knowing your audience

Health TAPESTRY Ontario: A Multi-Site
Randomized Controlled Trial Testing
Implementation and Reproducibility



McMaster researchers trial primary
care program for older adults



Family Medicine

**New primary care program for older adults
lacks clinical benefits**



HEALTH SCIENCES

Research & the human connection



McMaster researchers expose 'extraordinarily high' rates of injury after forceps and vacuum delivery



Some breast cancer patients may not need radiation, new Canadian research suggests



New Study Reveals This Type Of Therapy May Help Postpartum Depression



More Canadians have been using virtual care since the pandemic. Is it effective and safe?



Some seniors infected with Omicron variants were more susceptible to reinfection, not less: McMaster study



Researchers use artificial intelligence to help fight a superbug

Help us help you – general tips on working FHS Media Relations

- Be responsive
- Timing is everything
- Share ideas/ observations
- Don't feel pressured
- Ask for assistance

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Helpful to highlight

FHS Experts List

FHS media relations maintains an internal list of faculty members and their expertise.

- We use the list for both owned and earned media opportunities
- It helps us understand the topics faculty members feel the most comfortable speaking to

Utilize McMaster Experts

Everyone with a faculty appointment has a **McMaster Experts** profile that highlights their biographical information, research expertise, outputs, and activities.

Curate your profile here: <https://expertsmanager.mcmaster.ca/login.html>

User guide: <https://libguides.mcmaster.ca/experts>

Additional assistance: experts@mcmaster.ca.

TRAction: Share your research findings

In DFM's Toolkit for Research in Action (TRAction), there is a page dedicated to resources to help you share your research findings.

<https://traction.fammedmcmaster.ca/traction/share-your-research-findings/>

Including tips to help develop key messages (And, But, Therefore; Problem, Gap, Hook)



Thank you

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