McMaster University

Family Medicine

David Braley Primary Care Research Collaborative

Research and the Media

Watch a recording of the session here

Erin Beaulieu, Jennifer Stranges

March 19th, 2024

@McMasterFamMed

Michael G. DeGroote SCHOOL OF MEDICINE

Research and the media

March 19, 2024
healthsci.mcmaster.ca

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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

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Introductions

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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

THE MARILYN DENIS SHOW MARILYN CTV

Cystic Fibrosis Canada

ST. JOSEPH'S • ST. MICHAEL'S • PROVIDENCE UNITY HEALTH TORONTO

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

CTV NEWS

BNN Bloomberg

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

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Department and Faculty Communications

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Department of Family Medicine Communications and Knowledge Translation

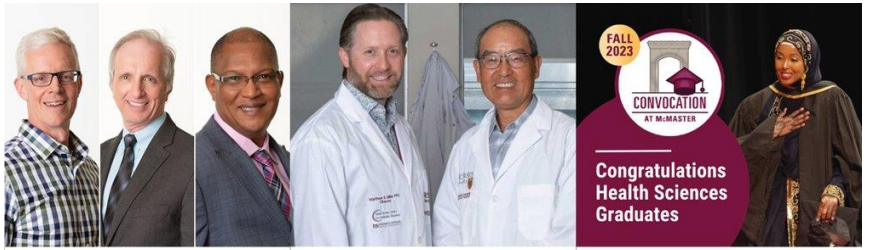
- **Consult** on the knowledge translation (KT) process, including planning, implementation and evaluation.
- **Develop strategic KT plans** for research projects and programs (beginning of project, end-of-grant and anywhere between)
- **Synthesize and disseminate** research knowledge using a variety 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 THE SPECTATOR
CBC
NATIONAL GEOGRAPHIC
CNN

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



Three McMaster Health Sciences professors named to Royal Society of Canada

Awards & Recognition

September 5, 2023

McMaster researchers discover new way of creating protection against infections like COVID-19

Research

December 3, 2023

Graduates celebrate milestones at Faculty of Health Sciences Fall 2023 convocation

Education

November 28, 2023

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

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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

Radio:

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

Television:

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

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 DALLE-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…

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Media and research

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

Science Translational Medicine
AAAS

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

Global NEWS

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

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New primary care program for older adults lacks clinical benefits

NEWS MEDICAL LIFE SCIENCES

Research & the human connection

HAMILTON THE SPECTATOR

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

CBC

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

HUFFPOST

New Study Reveals This Type Of Therapy May Help Postpartum Depression

CTV NEWS

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

TORONTO STAR

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

CNN

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

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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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