

# Mobilizing research

in an evolving media landscape

PART 2

JUNE 15, 2022



# Overview

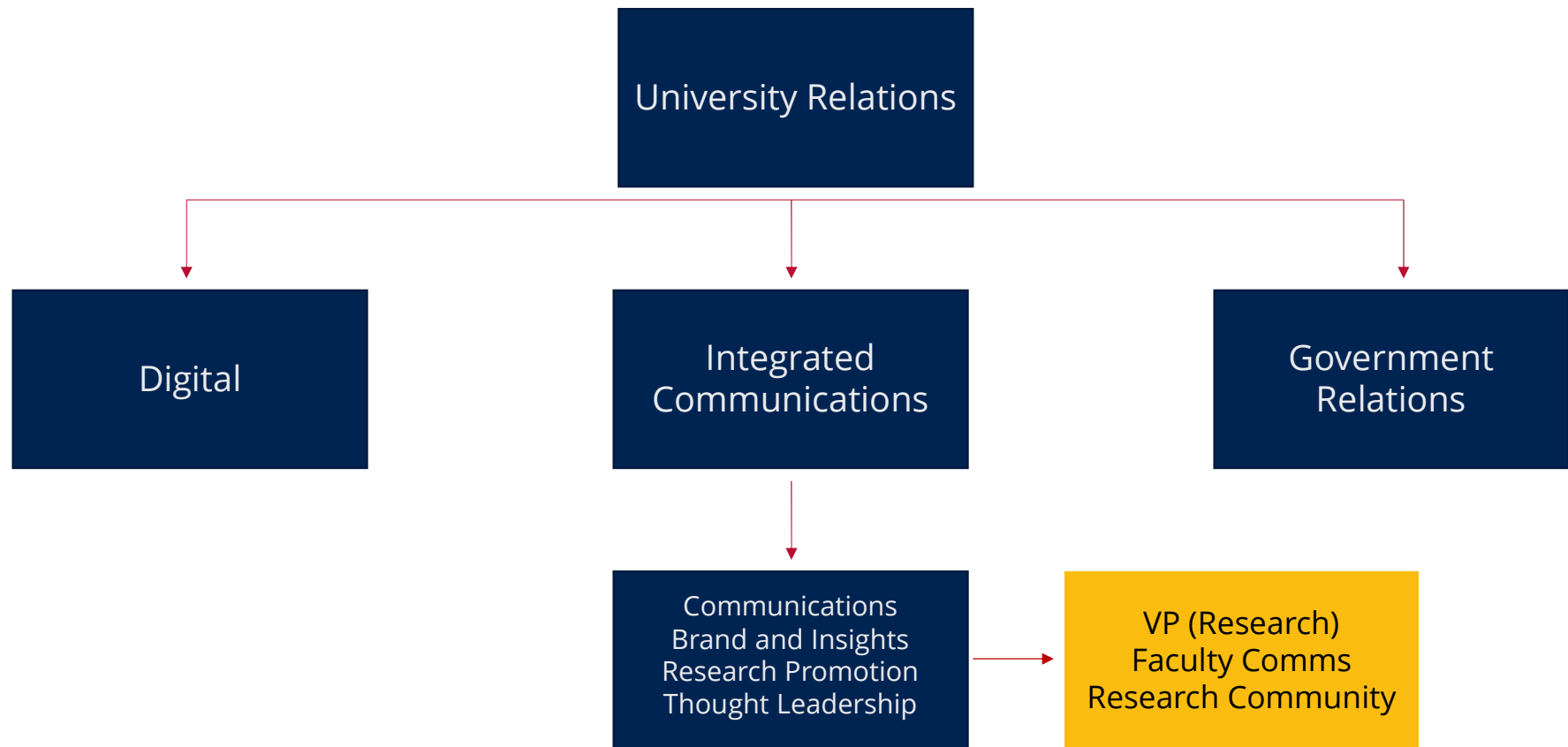
- Introductions
- Part 1 recap
- How to write an op-ed
- Media relations at Queen's
- Mock interview
- Q&A



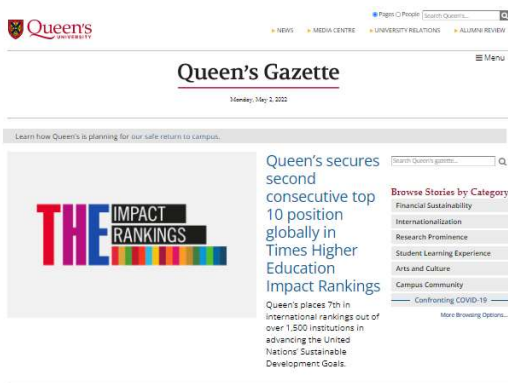
## Our team

<b>Melinda Knox</b>	<i>Director, Thought Leadership and Strategic Initiatives</i>	<a href="mailto:knoxm@queensu.ca">knoxm@queensu.ca</a>
<b>Catarina Chagas</b>	<i>Coordinator, Strategic Initiatives</i>	<a href="mailto:catarina.chagas@queensu.ca">catarina.chagas@queensu.ca</a>
<b>Kayla Dettinger</b>	<i>Special Projects Officer</i>	<a href="mailto:kvd1@queensu.ca">kvd1@queensu.ca</a>
<b>Julie Brown</b>	<i>Manager, Media Relations</i>	<a href="mailto:julie.brown@queensu.ca">julie.brown@queensu.ca</a>
<b>Victoria Klassen</b>	<i>Media Relations Officer</i>	<a href="mailto:victoria.klassen@queensu.ca">victoria.klassen@queensu.ca</a>

# University Relations



# Queen's platforms and channels



**Queen's Gazette**  
Monday, May 2, 2022

Learn how Queen's is planning for our safe return to campus.

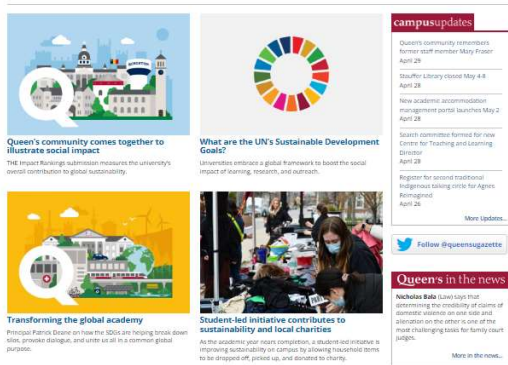
**Queen's secures second consecutive top 10 position globally in Times Higher Education Impact Rankings**  
Queen's places 7th in international rankings out of over 1,500 institutions in advancing the United Nations' Sustainable Development Goals.

**THE IMPACT RANKINGS**

**Browse Stories by Category**

- Financial Sustainability
- Internationalization
- Research Prominence
- Student Learning Experience
- Arts and Culture
- Campus Community
- Confronting COVID-19

More browsing options...



**campusupdates**

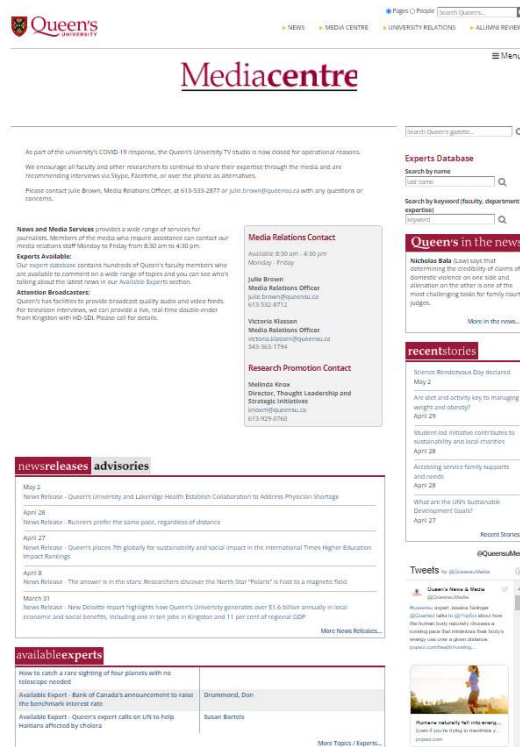
Queen's community (retirees) former staff member Mary Fraser April 28  
Youthful Library opened May 4, April 28  
New academic accommodation and management period begins May 2, April 28  
Search committee formed for new Centre for Teaching and Learning, October April 28  
Register for second traditional Indigenous talking circle for Agnes Reimagined April 28

**Follow @queensgazette**

**Queens in the news**

**Nicholas Sala** (Lawn) says that determining the mobility of climate of domestic violence on one side and alteration on the other is one of the most challenging tasks for family court judges.

**Student-led initiative contributes to sustainability and local charities**  
As the academic year nears completion, a student-led initiative is regaining social ability on campus by following household items to be dropped off, picked up, and donated to charity.



**Mediacentre**

As part of the university's COVID-19 response, the Queen's University TV studio is now closed for operational reasons. We encourage all faculty and other researchers to continue to share their expertise through the media and are recommending interviews via Skype, Facetime, or over the phone as alternatives. Please contact Julie Brown, Media Relations Officer, at 613-533-2877 or julie.brown@queensu.ca with any questions or requests.

**News and Media Services** provides a wide range of services for journalists. Members of the media who require assistance can contact our Media relations staff Monday to Friday from 9:30 am to 4:30 pm.

**Experts Available:**  
Our expert database contains hundreds of Queen's faculty members who are available to comment on a wide range of topics and you can see who's taking down the latest news in our Available Experts section.

**Available Broadcasters:**  
Queen's has facilities to provide broadcast quality audio and video feeds. For in-person interviews, we can provide a live, real-time audio stream from Kingston with HD-SDI. Please call for details.

**Media Relations Contact**  
Available 9:30 am - 4:30 pm  
Monday - Friday  
**Julie Brown**  
Media Relations Officer  
julie.brown@queensu.ca  
613-533-2877

**Victoria Klassen**  
Media Relations Officer  
victoria.klassen@queensu.ca  
613-533-3794

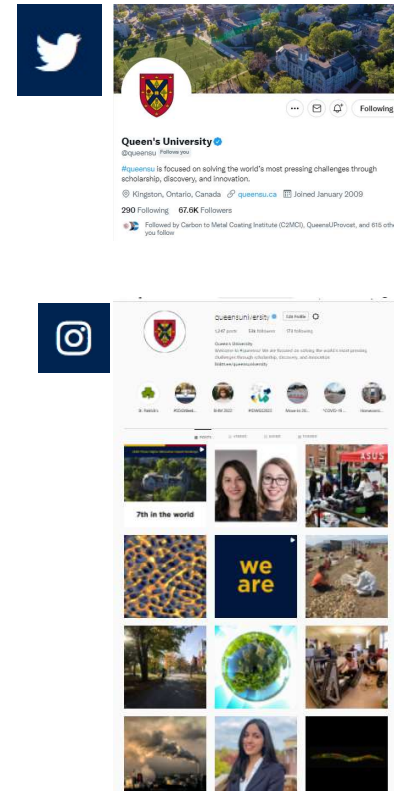
**Research Promotion Contact**  
Melinda Knox  
Director, Thought Leadership and Strategic Initiatives  
melinda.knox@queensu.ca  
613-529-0760

**newsreleases advisories**

May 2  
News Release - Queen's University and Lakehead Health Establish Collaboration to Address Physician Shortage  
April 28  
News Release - Runners prefer the same pairs, regardless of distance  
April 27  
News Release - Queen's places 7th globally for sustainability and social impact in the International Times Higher Education Impact Rankings  
April 8  
News Release - The answer is in the stars: Researchers discover the North Star "Polaris" is host to a magnetic field  
March 31  
News Release - New Gazette Report highlights how Queen's University generates over \$1 billion annually in local economic and social benefits, including over 10,000 jobs in Kingston and 11 per cent of regional GDP

**availableexperts**

How to catch a rare sighting of four planets with no telescope needed  
Available Expert - Bank of Canada's announcement to raise the benchmark interest rate  
Available Expert - Queen's expert calls on UN to help Haitians affected by cholera



**Twitter**  
Queen's University  
@QueensU  
290 Following 67.6K Followers

**Instagram**  
Queen's University  
@queensuniversity  
1,197 Following 2,973 Followers

**Facebook**  
Queen's University  
1,197 Following 2,973 Followers

**LinkedIn**  
Queen's University  
1,197 Following 2,973 Followers

**YouTube**  
Queen's University  
1,197 Following 2,973 Followers

**Research@Queen's University**  
@QueensResearch  
The dynamic world of research at Queen's University. @QueensResearch  
For inquiries, contact researchcommunications@queensu.ca  
@Kingston, Ontario @queensu.ca/research Joined January 2011  
1,197 Following 2,973 Followers

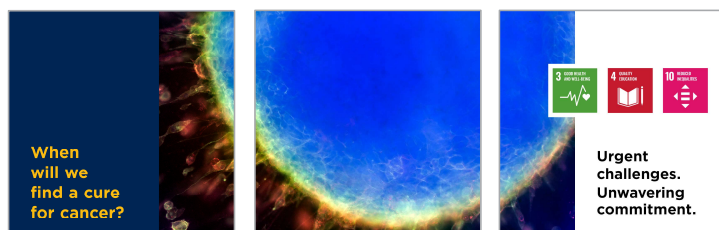


**DISCOVER RESEARCH @Queen's**

**Research@Queen's University**  
@QueensResearch  
The dynamic world of research at Queen's University. @QueensResearch  
For inquiries, contact researchcommunications@queensu.ca  
@Kingston, Ontario @queensu.ca/research Joined January 2011  
1,197 Following 2,973 Followers

**A global ranking of more than 1,500 universities**

# Initiatives and campaigns



# The evolving media landscape

and how to navigate it



## What is media?

Any content that is broadcast or published publicly

## Who are the media?

No longer a monolithic entity.

## How has the media landscape shifted?

Traditional

Social media

Bloggers

Non-traditional

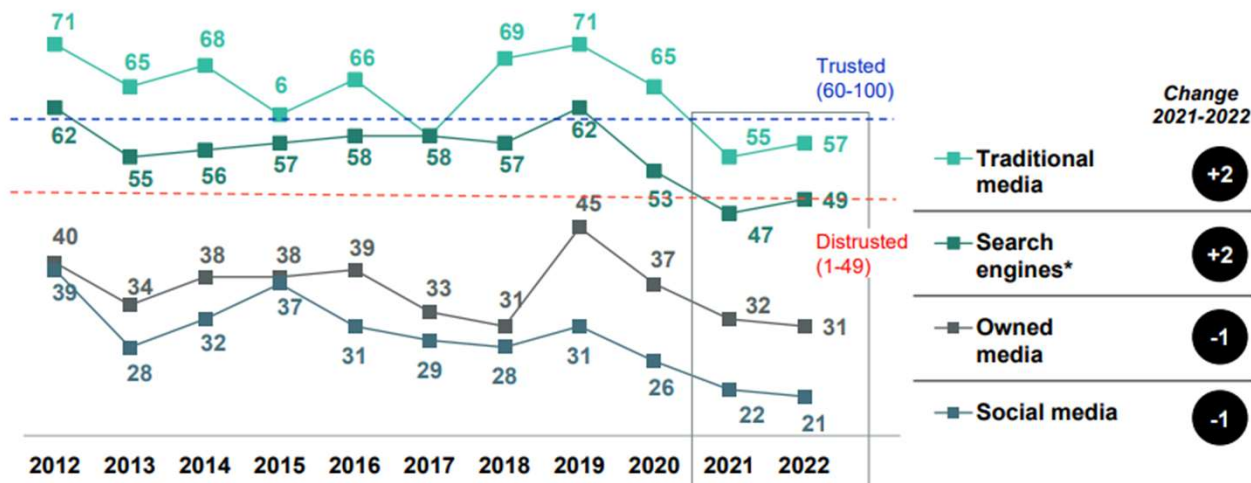
Influencers

Podcasters

# Media in crisis

## TRUST IN SOCIAL HITS NEW LOW

Per cent trust in each source for general news and information, in Canada



Per cent who agree, in Canada

I worry about **false information or fake news** being used as a weapon

71%

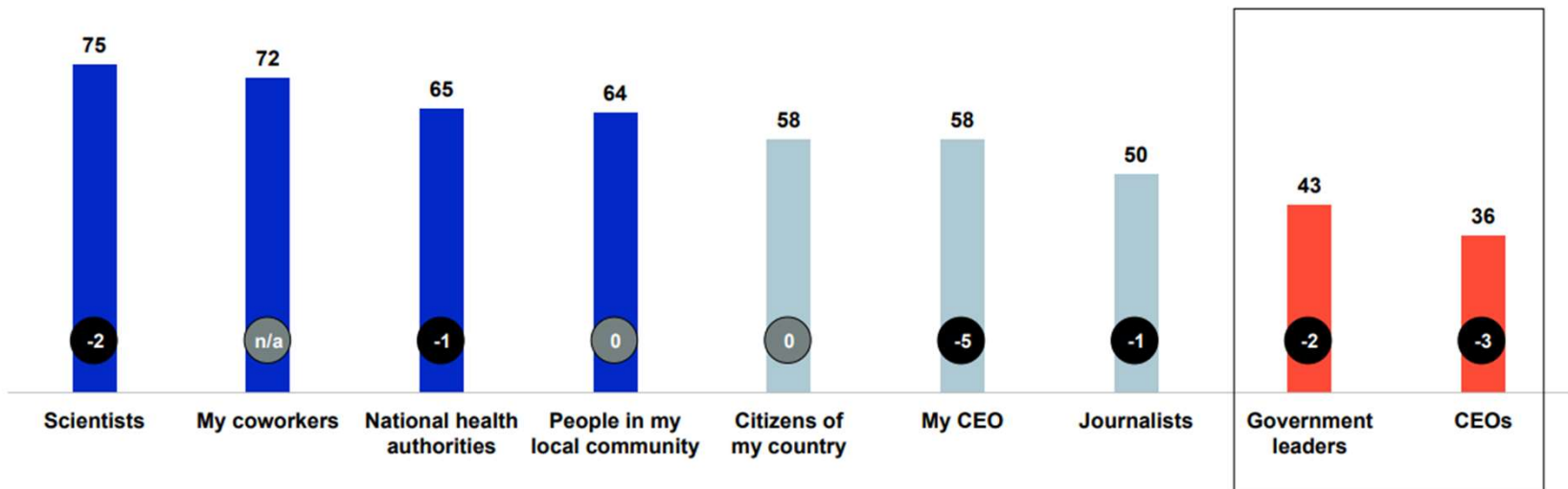
2022 Edelman Trust Barometer. COM\_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. ATT\_MED\_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". 9-point scale; top 4 box, agree. Question asked of half the sample. General population,

# Researchers are credible experts

Per cent trust, in Canada



*Scientists and employers most trusted*



2022 Edelman Trust Barometer. TRU\_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-point scale; top 4 box, trust. Some attributes asked of half the sample. General population, Canada. "My coworkers" and "my CEO" only shown to those who are an employee of an organization (Q43/1).

# How to write about your research

Tips and tricks for op-ed writing



## Writing in 7 steps

- Target a specific audience
- Understand what your audience already knows
- Think what kind of information would your audience benefit from
- Tell the public why your topic matters
- Show the potential impact of your research
- Keep it short and simple
- Forget jargons and technical terms

# De-jargonize!

<http://scienceandpublic.com/>

## Metasurface-based bijective illumination collection imaging provides high-resolution tomography in three dimensions

Masoud Pahlevaninezhad<sup>1,2,3</sup>, Yao-Wei Huang<sup>4,6</sup>, Majid Pahlevani<sup>2</sup>, Breve  
Federico Capasso<sup>4</sup> and Hamid Pahlevaninezhad<sup>1,4</sup>

Microscopic imaging in three dimensions enables numerous biological and clinical applications. However, imaging preserved in a relatively large depth range is hampered by the rapid spread of light. Here, we show that a particular disposition of light illumination and collection pattern can overcome these restrictions imposed by diffraction. This arrangement, realized by metasurfaces, decouples the light from the focal line between the illumination and collection. Implementing this approach in optical coherence tomography, we demonstrate tissue imaging with a lateral resolution of  $\sim 3.2 \mu\text{m}$ , maintained nearly intact over a 1.25 mm depth of focus, with a reduced axial burden. This method, termed bijective illumination collection imaging, is generalizable to existing imaging modalities.



Common: 66%, 96

Mid-Frequency: 21%, 30

Rare: 14%, 20

Suitability for general audience score: 76

Number Of Words: 146

Download

Share

## Queen's Gazette

Wednesday, June 15, 2022

Learn how Queen's is planning for our safe return to campus.

### Advancing microscopic imaging

Monday March 21, 2022  
By Catarina Chagas, Coordinator, Strategic Initiatives

In Share f Share t Tweet e Email

*New imaging method allows the capture of high resolution and tridimensional images with applications in medicine and diagnostics.*

Imaging technologies are key to modern medicine and diagnosis at an early stage, potentially improving patient outcomes. Microscopic imaging allows researchers and professionals to look directly into cells, making it possible to visualize structures and processes that were once invisible. However, an important limitation of current technology is that microscopic imaging in high-resolution is limited to bidimensional (2-D) images obtained in microscope slides, while tissue structures are tridimensional (3-D). For decades, scientists have been looking for a way to address this challenge and obtain 3-D microscopic images.

A paper published in *Nature Photonics* co-authored by Majid Pahlevani (Electrical and Computer Engineering) and collaborators at Harvard University describes a new technique that can enhance state-of-the-art microscopes, allowing an increase in image resolution, while also making 3-D microscopic imaging possible.

One of the main challenges of imaging on a microscopic scale is tackling diffraction – the rapid spread of tightly focused light – as the phenomenon hampers the obtaining of high-resolution images. In the study, the researchers show that a particular disposition of light and a path created by an ultra-thin optical component composed of an array of nanocolumns can break the limitations otherwise imposed by diffraction, thus solving optical lens with this arrangement could be built into the next generation of microscopic imaging devices.



Common: 80%, 107

Mid-Frequency: 16%, 21

Rare: 4%, 6

Suitability for general audience score: 88

Number Of Words: 134

Download

Share



## Op-eds: your writing featured in the media

- Be relevant – follow the news and stay updated on current issues
- Take a stand at the beginning
- Back up your position (facts, statistics, personal experience)
- Be personal and conversational



## Op-eds: your writing featured in the media

- Use active language and avoid clichés
- End your piece by restating your argument in the strongest terms
- Make suggestions for how to improve matters
- Be concise – no more than 800 words



# Structure

1. Lede (a news hook that makes your piece timely)
2. Thesis
3. Arguments (based on evidence)
4. Address any obvious counter-arguments
5. Conclusion (circle back to the lede)



## Remember...

- Include your full name, credentials and contact information
- Submissions need to be exclusive to one media outlet
- The media reserve the right to edit, condense or reject your contribution

*Our media relations team  
is ready to discuss ideas and help  
you in submitting op-eds.*

# Media relations at Queen's

Learn how we can support you

## Proactive and reactive pitching

Newsworthy research stories and experts available

## Media requests

Tracking down experts to comment on specific topics

## Research releases and stories

Working with faculty to promote new research outputs



## What makes something “newsworthy”?

- Anything that aligns with the current news cycle
- An important research breakthrough or finding
- Funding for new research that could impact the public
- Major national and international awards and honours

*Notify our team in advance of publications, events or awards for better results.*



## Why do media?

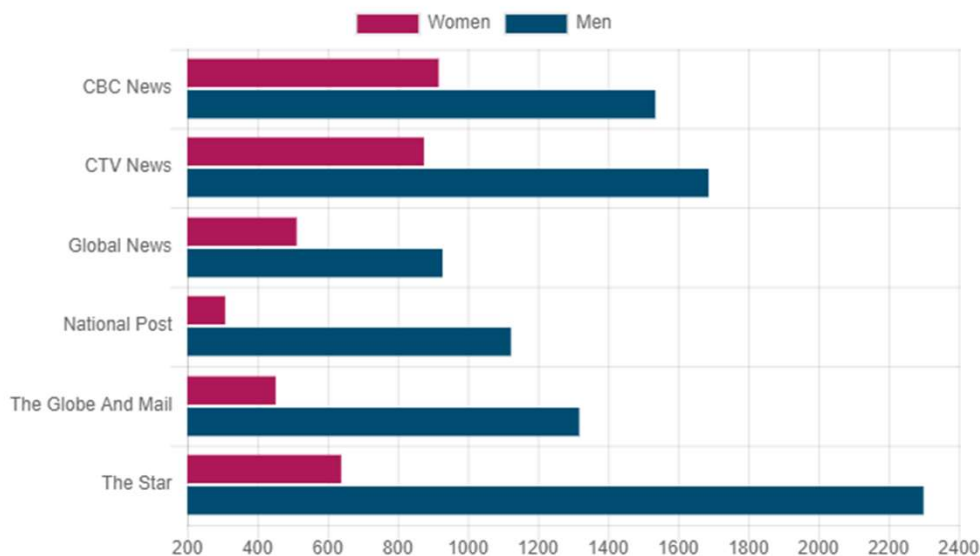
- To boost your (and your research's) public profile
- To enhance your credibility as a subject-matter expert
- Exposure can contribute positively towards securing research funding, invitations to speak at conferences, employment opportunities (graduate students)

*Adopt and incorporate knowledge mobilization early in your research career.*

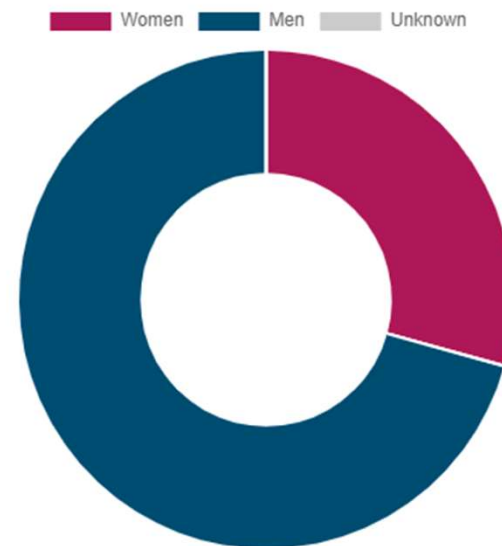


# Gender (im)balance in the media

Ratio of men and women sources by news outlet



Aggregate ratio of men and women sources

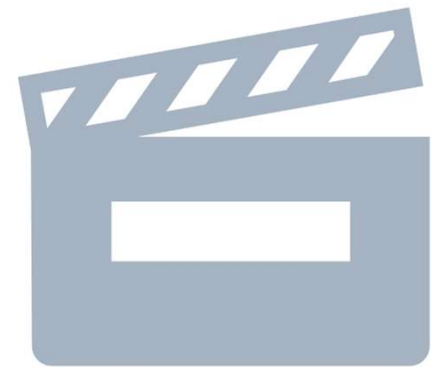


Data refers to the last 12 months of reporting on online Canadian news media.

Source: <https://gendergaptracker.informedopinions.org/>

# So, you want to talk to media about your research...

- Do you need media training?
- Types of media and how to talk to each of them
- How should I prepare for an interview?
- What happens after the interview?
- Can I approve the story before it goes live?
- What if I don't like the published piece?



# Examples of Queen's research in the media

## How 4chan's toxic culture helped radicalize Buffalo shooting suspect

Payton Gendron's 180-page manifesto borrowed straight from the site's politics boards, echoing antisemitic and racist myths



Members of the Buffalo police department work at the scene of a shooting at a Tops supermarket. Photograph: Brendan McDermid/Reuters

**J**ust weeks after 4chan motivated a quadruple shooting in Washington, the racist and conspiracy-oriented online message board probably inspired the killings of 10 at a grocery store in a predominantly Black neighborhood of Buffalo over the weekend.

A 180-page manifesto, allegedly released by the accused along with a video of the attack, is rife with pseudo-scientific racism, antisemitic conspiracy theories and a call for others to mimic his violence. The screed is mostly plagiarized from other extremists and from the far-right 4chan.

The 18-year-old white man charged with carrying out the massacre - before turning himself over to police at the scene - wrote that "extreme boredom" drove him to 4chan in March 2020.

**Amarnath Amarasingam**  
Assistant Professor,  
School of Religion

# Examples of Queen's research in the media


THE GLOBE AND MAIL

YOUR GLOBE CANADA WORLD BUSINESS INVESTING OPINION POLITICS SPORTS LIFE ARTS DRIVE

Square Get started with Point of Sale tool

## Military has 'failed' to keep women in uniform safe from sexual assault, former justice Louise Arbour finds

MARIEKE WALSH >  
OTTAWA  
PUBLISHED MAY 30, 2022



Former Supreme Court justice Louise Arbour, right, and Minister of National Defence, Anita Anand, centre, release the final report of the independent review into sexual misconduct in the military in Ottawa on May 30. Also in attendance is Chief of the Defence Staff, General Wayne Eyre.  
SEAN KILPATRICK/THE CANADIAN PRESS

342 COMMENTS SHARE BOOKMARK

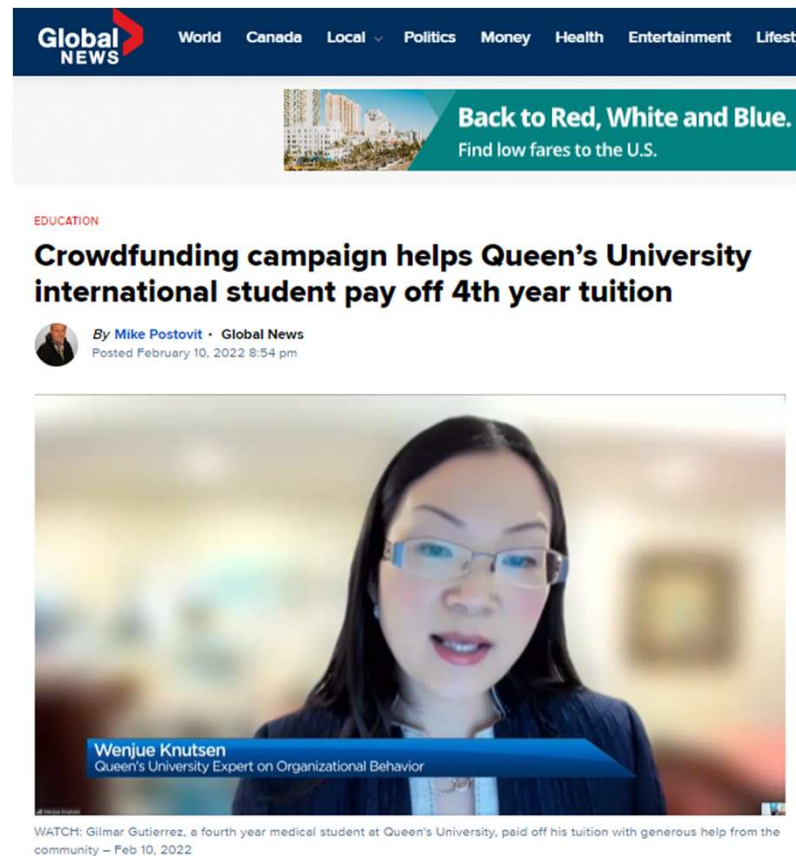
LISTEN TO ARTICLE

The Canadian Armed Forces has failed to stamp out sexual misconduct and should permanently move the prosecution of criminal code sexual offences to the civilian system and turn over harassment complaints to the human rights commission, a report by former Supreme Court justice Louise Arbour says.

Ms. Arbour also calls on Ottawa to review the future of Canada's military colleges, and appoint an external monitor to track the progress of her report's recommendations. It is the third report in seven years to give the federal government similar suggestions to address the military's toxic culture and widespread sexual misconduct. The other two were also written by retired justices of the top court.

**Stefanie von Hlatky**  
Canada Research Chair in  
Gender, Security and the  
Armed Forces

# Examples of Queen's research in the media



**Wenjue Knutsen**  
Adjunct Associated Professor,  
Smith School of Business

# Mock interviews



**Tim Abray**  
Doctoral candidate,  
Department of Political Studies

## Follow our channels

- Twitter: @QueensuMedia
- Daily e-mail updates: Queen's in the News
  - Queen's experts in the media, news about the university, and sector news
  - Send us links to any media you appear in
  - To subscribe to the list, email [listserv@lists.queensu.ca](mailto:listserv@lists.queensu.ca) with the text "SUBSCRIBE QITN-OI-L" in the body
- Queen's Media Centre



Now it's your turn

# We want to hear from you



What experience have you had with media?

With what type of media are you interested in engaging?

How are you promoting your research?

Pitch us your ideas



Queen's  
UNIVERSITY