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

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Queen’s platforms and channels
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

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

Masoud Pahlevanizhad1,2, Yao-Wei Huang3,4, Majid Pahlevani5, Brent T. Orange6 and Hamid Pahlevanizhad7,8,9

Microscopic imaging in three dimensions enables numerous biological and clinical applications. A fundamental imaging problem is how to collect and preserve spatially structured information in an image preserved in a relatively large depth range. Here, we show that a particular disposition of light illumination and collection patterns would circumvent this restriction imposed by diffraction. This arrangement, realized by metasurfaces, decouples the out-of-focus imaging from imaging in depth. Using this approach in optical coherence tomography, we demonstrate tissue imaging with a lateral resolution of 3.2 μm and a depth resolution of 1.25 mm, with a spatial resolution of 3.2 μm. This method, termed bijective illumination collection imaging, is generally applicable to existing imaging modalities.
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

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.

Just 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

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
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  ➢ Send us links to any media you appear in
  ➢ To subscribe to the list, email 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