

Quick Guide to Newsworthy Science

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NEWSWORTHY RESULTS

- Are new or previously unknown
- Advance a field significantly
- Impact our daily lives
- Relate to current events
- Are unexpected or eye-catching
- Go against the current consensus
- Include striking videos or photographs



NON-NEWSWORTHY RESULTS

- Are an incremental advance
- Improve a model or technique
- Confirm what is already known
- Have already been reported
- Summarize the latest in a field (review paper)

Are my results newsworthy? Take the Quiz!

My results are newsworthy because they (advance my field, are new, cool or eye-catching, etc):

What would be the headline of a news story about my results/research?

What is the news (what are the new results)?

What is the impact (why would folks want to know about my results)?

What is the context (perspective, reference, compare to what is already known)?

How does my research affect people (who benefits/suffers)?

What's next?

SHARE YOUR WORK

Who's my Public Information/Press/Communications Officer?

Who would be interested in hearing about my new research results?
