

# **Chinese Academy of Sciences-EurekAlert!**

## **Public Information Officer Workshop**

**Beijing, Shanghai, Guangzhou | Spring 2016**

### **Synopsis**

Thousands of scientific papers are published every year, but only a fraction makes the news. An even smaller fraction manages to receive international attention. The key to success in media relations lies in understanding how the media work and determining what is newsworthy to them.

With a combined 20+ years of journalism and science communications experience, Brian Lin and Joy Ma from EurekAlert!, a global science news consortium operated by the nonprofit American Association for the Advancement of Science, will share insights into what makes a research study newsworthy to local, national, and international media. They will reveal principles by which journalists select news and use real examples from EurekAlert! Chinese to show what makes a news release successful in international press.

Participants will also learn the difference between Chinese and Western institutions in their interactions with the media and how to build long-lasting, mutually respectful relationships with journalists from around the world.

The half-day workshop will end with a hands-on exercise to hone your news judgement and plenty of time for questions and answers.

### **Agenda**

8:30 a.m. – 8:45 a.m.	Introduction and Overview (Ms. Gong Haihua)
8:45 a.m. – 10:00 a.m.	Part 1: Turn Chinese research into international news (Brian Lin)
10:00 a.m. – 10:15 a.m.	Break
10:15 a.m. – 11:15 a.m.	Part 2: Case studies from EurekAlert! Chinese (Joy Ma)
11:15 noon – 12 noon	Hands-on exercise
12 noon – 12:30 p.m.	Q&A

## **Speakers**

### **Brian Lin**

Director, Editorial Content Strategy, EurekAlert!  
American Association for the Advancement of Science (AAAS)

Brian Lin oversees editorial operations at EurekAlert!, a global science news consortium operated by the non-profit AAAS, publisher of the *Science* family of journals. He leads the EurekAlert! and EurekAlert! Chinese teams, which facilitate newsgathering efforts of 11,000 science reporters and 9,000 public information officers.

Prior to joining AAAS, he was a science and health press officer at the University of British Columbia (UBC) in Vancouver, Canada from 2001-2014. He served as communications advisor to Nobel Laureate Carl Wieman and offered media training and coaching to more than 400 faculty and students.

As a science writer, he has covered breaking research at the AAAS Annual Meeting and reported on scientific integrity in China and science communication in Japan for *Science*. Mr. Lin obtained his Master of Journalism degree from the UBC Graduate School of Journalism and his Bachelor of Arts in English from National Taiwan University. He interned at CTV, Canada's largest commercial broadcaster.

### **Joy Ma**

Editorial Content Manager, EurekAlert! Chinese  
American Association for the Advancement of Science (AAAS)

Joy Ma manages editorial operations at EurekAlert! Chinese, the bilingual science news service focused on serving reporters and public information officers in China and other Chinese-speaking regions.

She facilitates the exchange of research news between Chinese institutions, journal publishers, and international reporters; and between international institutions and Chinese reporters. She also conducts monthly interviews with Chinese scholars from around the world and manages the popular EurekAlert! Chinese Weibo channel.

Before joining AAAS, she worked for National Public Radio (NPR) and the Penguin Group. She also worked with Chinese and British filmmakers on a documentary about the impact of UNICEF's micro-financing projects in China.

She is a recipient of the Alfred I. duPont-Columbia University Award For NPR's coverage of the Chengdu Earthquake and winner of a Foreign Press Association Scholarship Award, which has only honored 79 journalism students in the award's 20-year history. Ms. Ma earned an M.A. in journalism from the Columbia University Graduate School of Journalism.