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SciComm 2016 - Lincoln, Nebraska, September  
23-24, 2016

SciComm - Effective Science Communication

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9-24-2016

# Help Me Help You: Working with Public Information Officers

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Scott Schrage, "Help Me Help You: Working with Public Information Officers" (2016). *SciComm 2016 - Lincoln, Nebraska, September 23-24, 2016*. 11.

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# Help Me Help You

**Working with Public Information Officers**

**Scott Schrage**



@ScottSchrage



# Why work with public information officers?

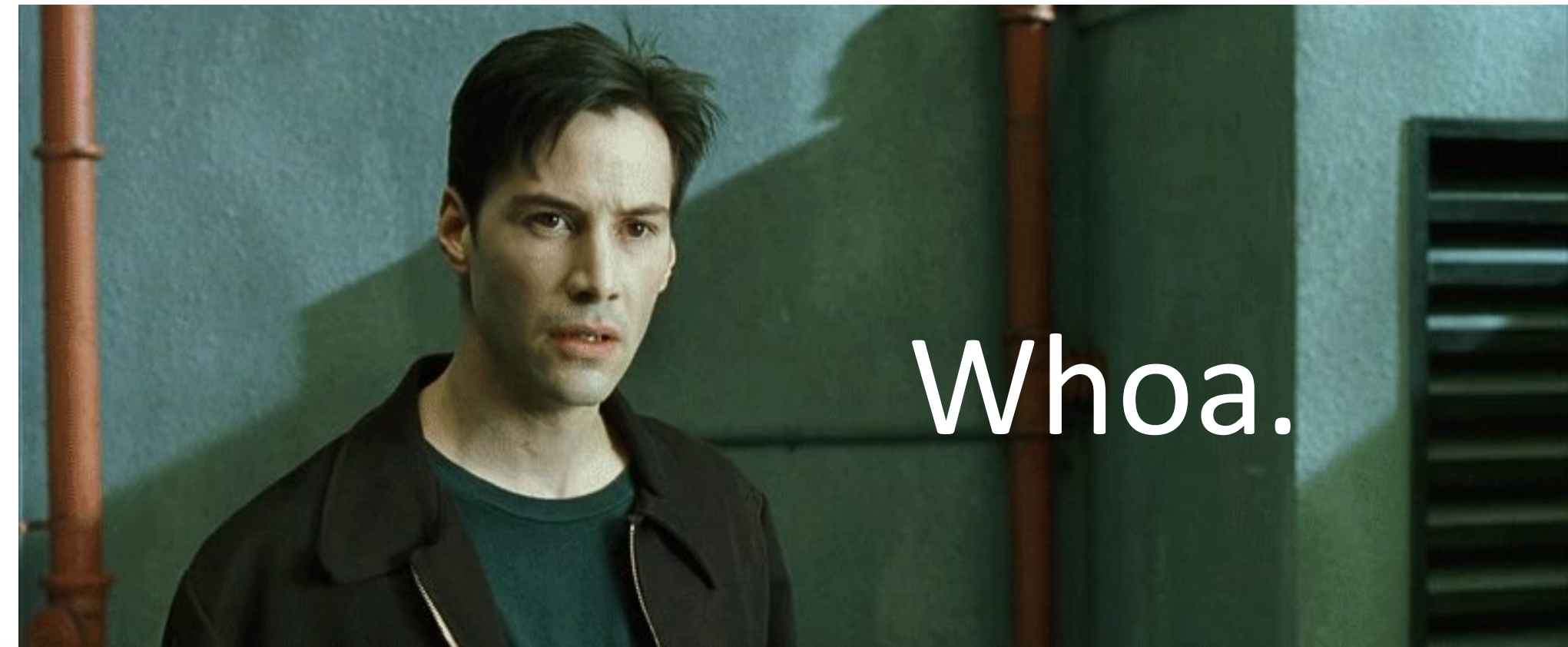
- The greater good!
- ...But also: What's in it for me?



# Should I reach out to a PIO?

- Peer-reviewed studies

- 1) Response from fellow researchers?
- 2) Applications?
- 3) Neo response?
- 4) Timely?
- 5) Unsure?







# Should I reach out to a PIO?

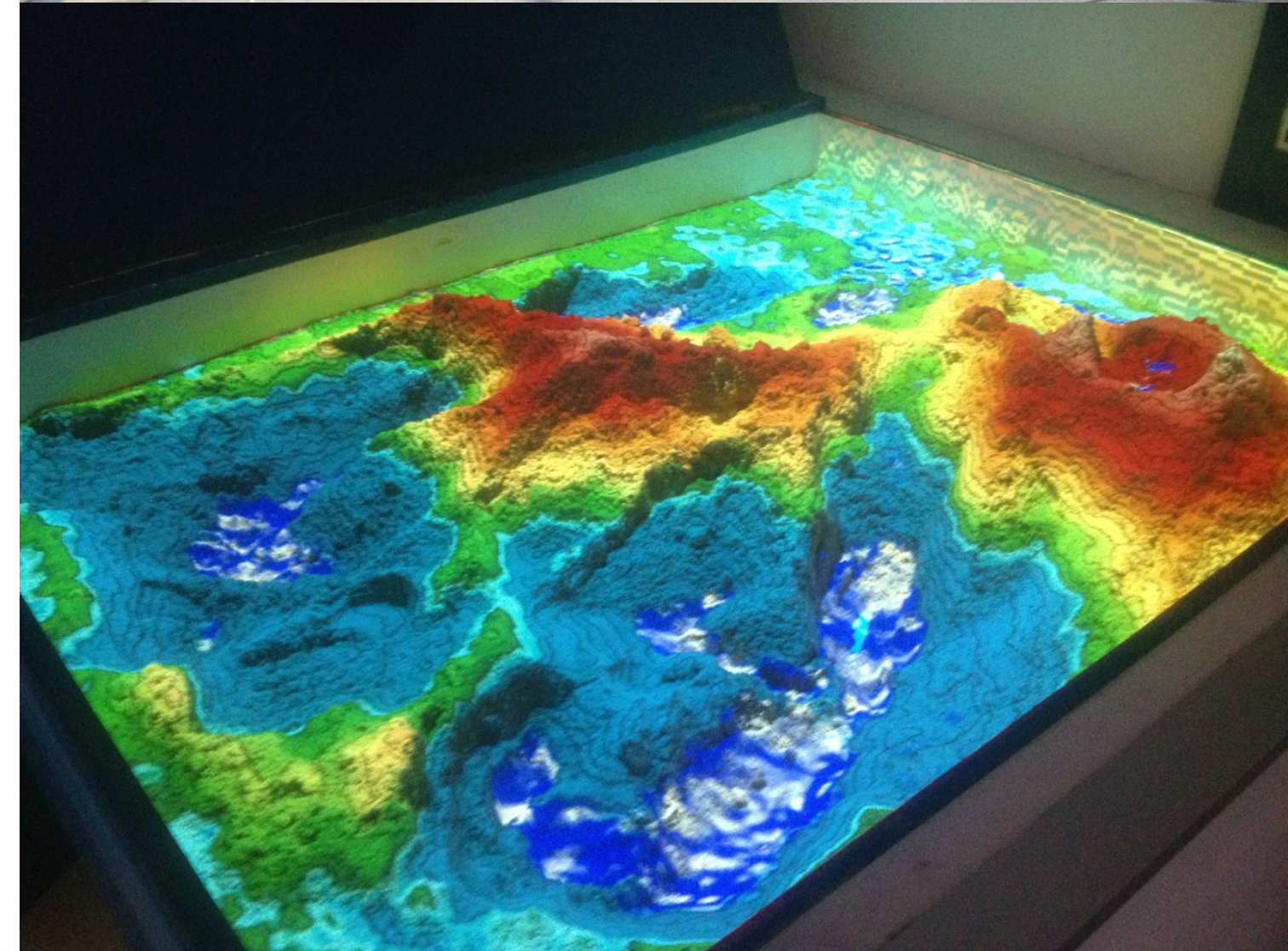
- Grants
  - Federal → Express lane
  - As in life, so in grants: Money matters – but it's not all that matters.





## Should I reach out to a PIO?

- Innovative instruction / curriculum
- Research-related development
- Research-advancing tech







## Tips for working with a PIO

- If it's a study: Sooner = Better
  - Embargo date
  - Juggling stories



# Tips for working with a PIO

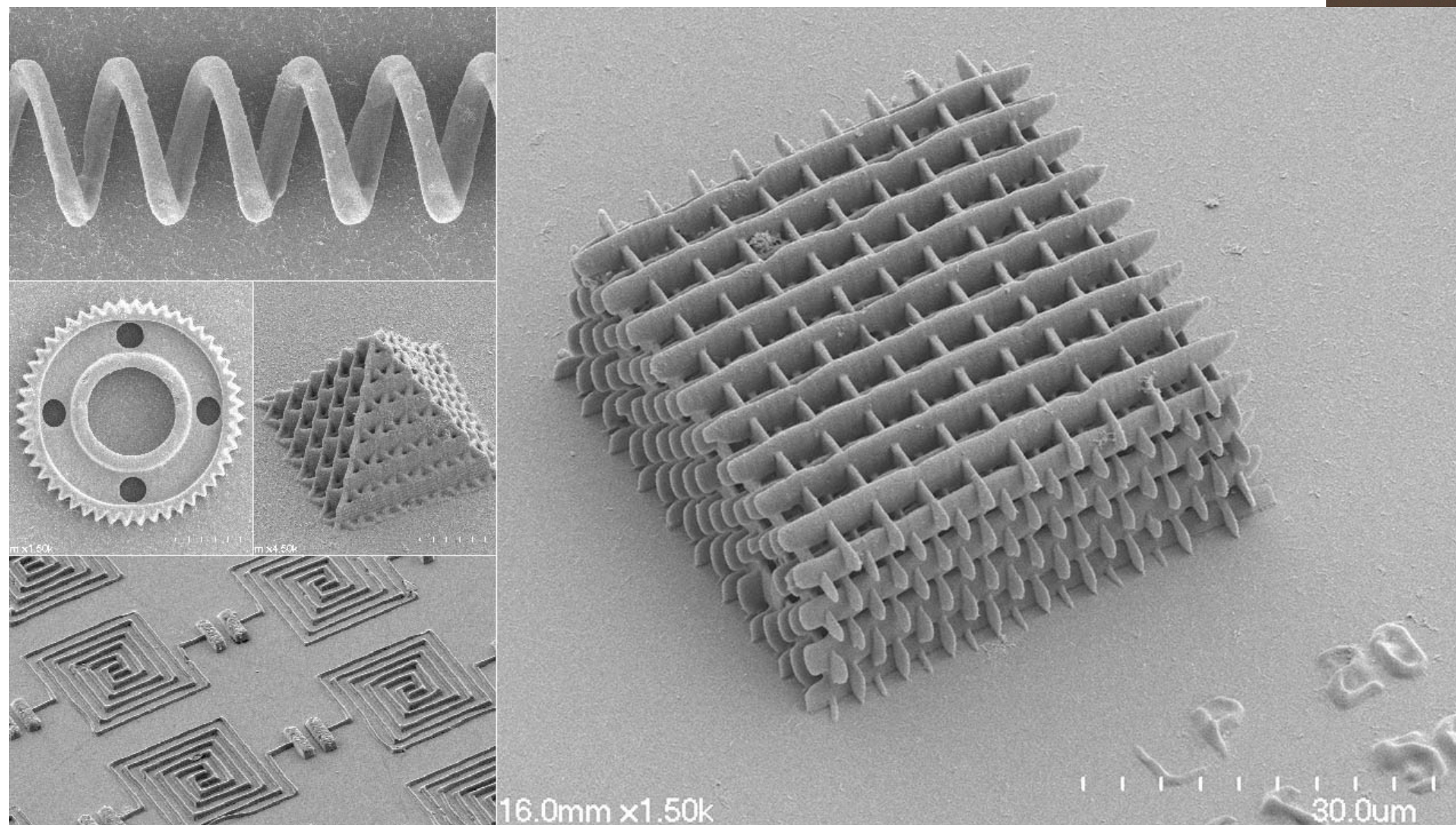
- Multimedia is your friend
  - Imagery (e.g., photos, CG graphics, illustrations)
  - Video
  - Audio





# Multimedia

- Draw in lay readers

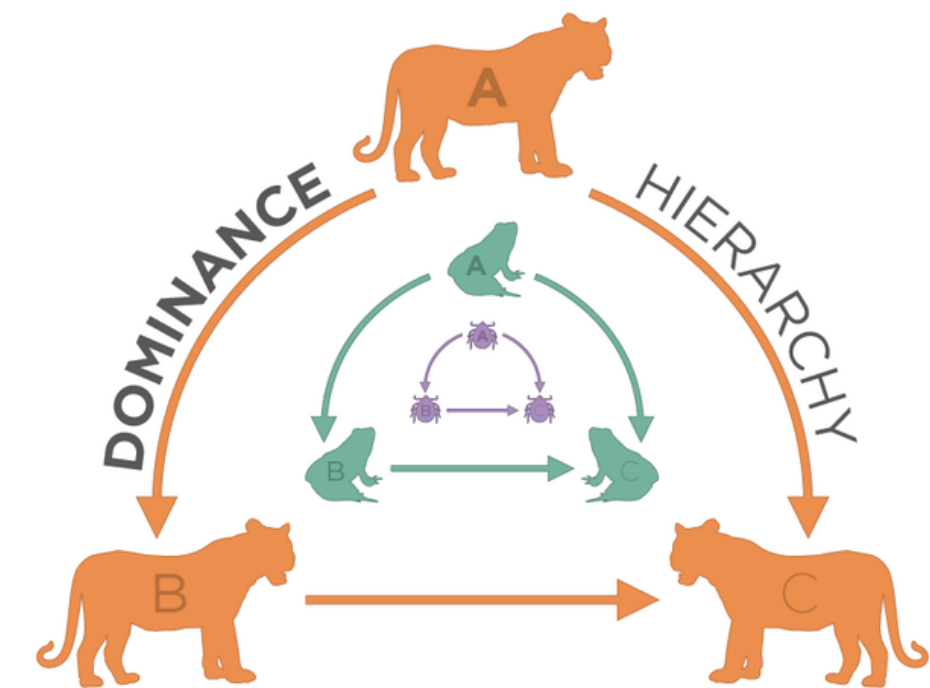
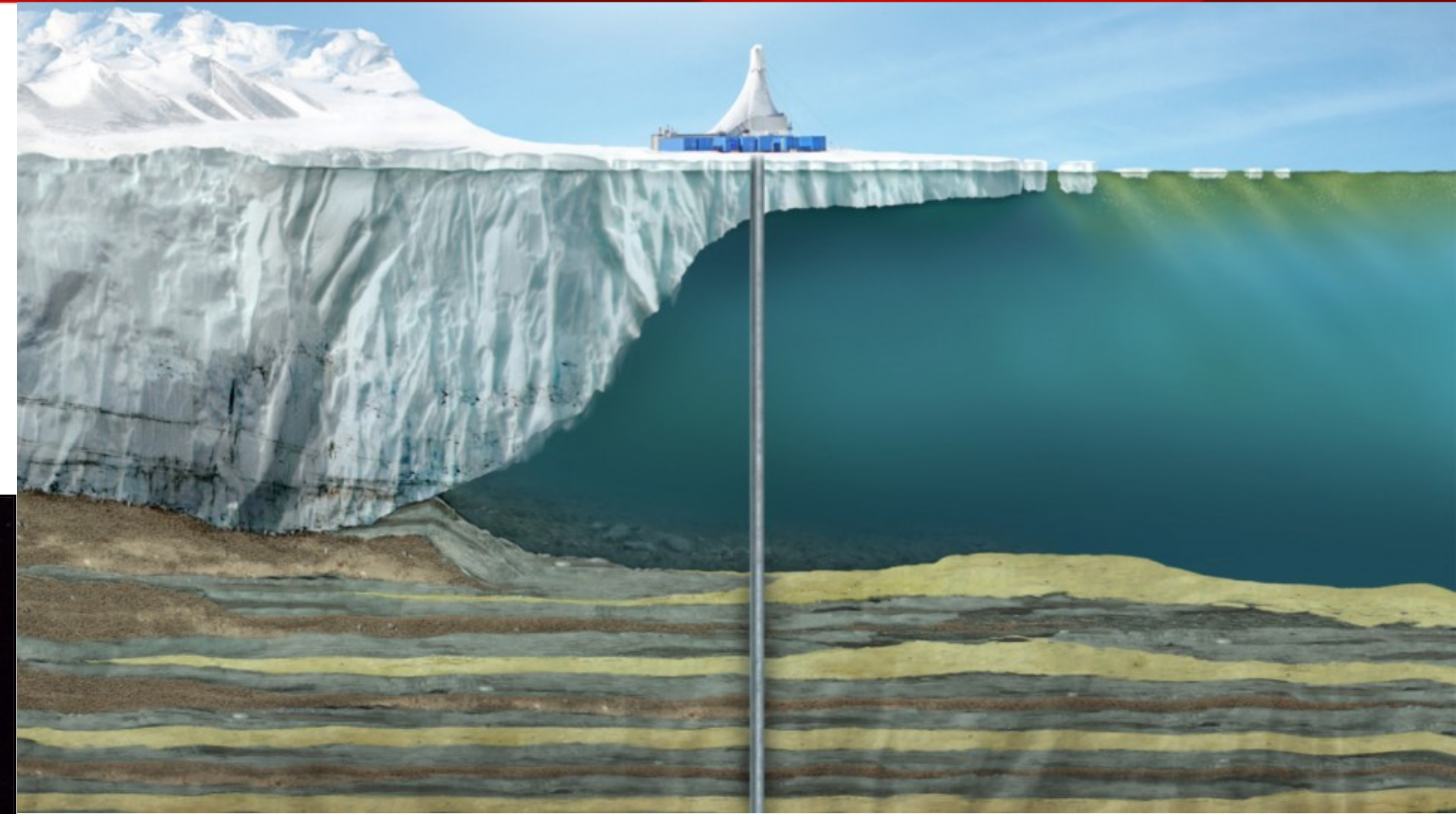






# Multimedia

- Illustrate concepts





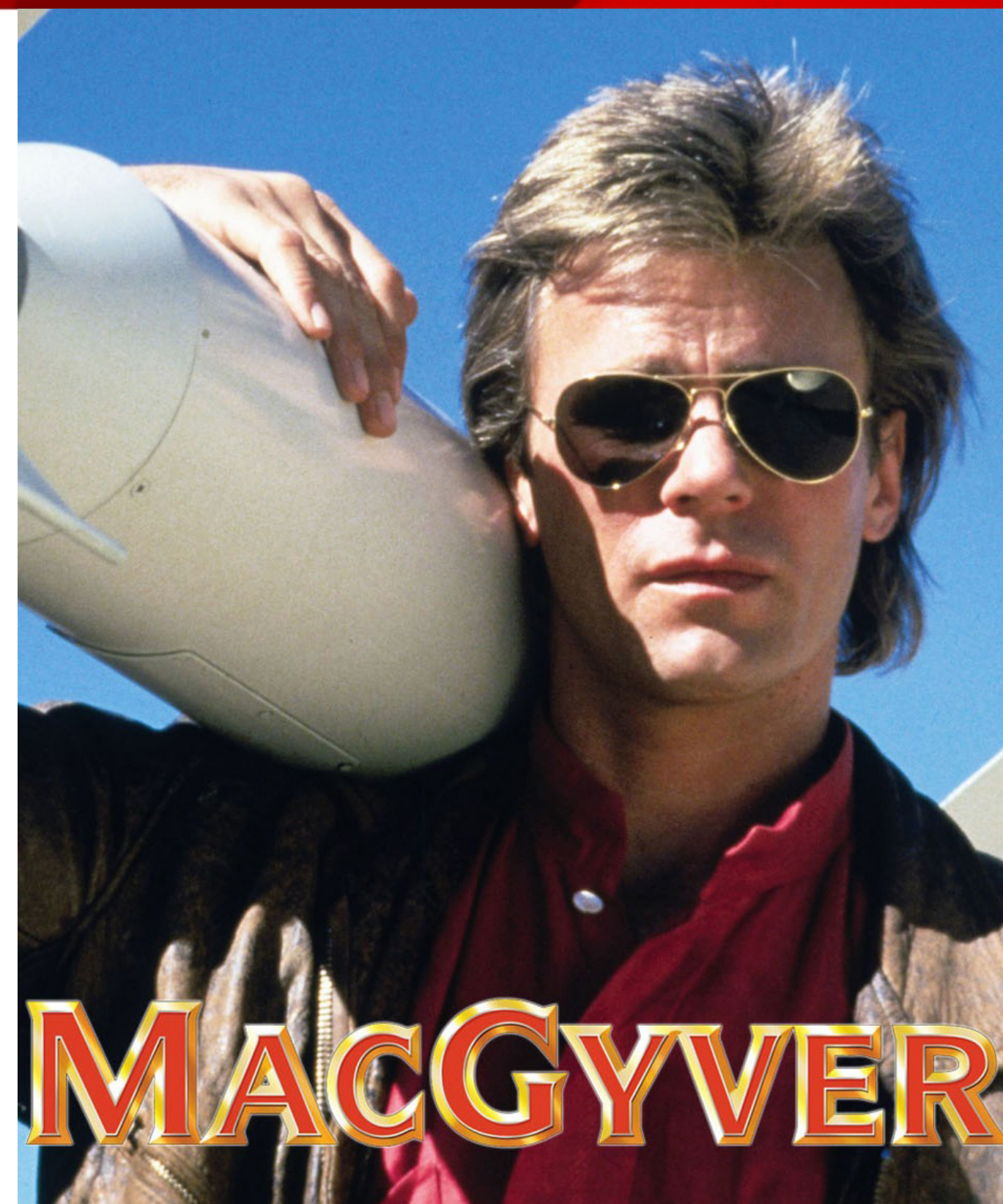


# Tips for working with a PIO

- The interview
  - Try to focus on answering the questions that are asked
  - Analogies / metaphors

# Tips for working with a PIO

- The interview
  - Jargon
  - Anything else to add?
    - Context not provided in study







## Tips for working with a PIO

- When the PIO sends you the first draft...
  - ...please try not to rewrite the entire thing.
  - ...remember that studies and stories have (somewhat) different audiences.



## Tips for working with a PIO

- Be prepared to speak with external media
  - Uncomfortable? Ask your PIO for advice.





# Thanks for listening!



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