

PewResearchCenter

Population Association of America 2017

Communicating Research Results to Media and Policy Audiences

D'Vera Cohn

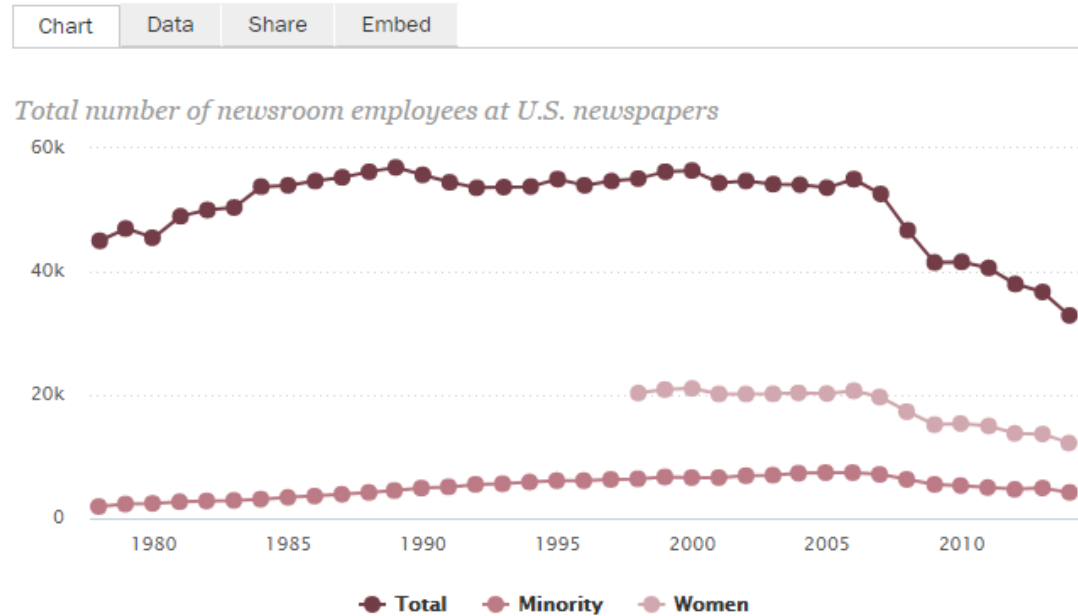
Senior writer/editor

U.S. newsroom employees

2004: 54,000

2014: 33,000.

Newsroom employment continues to fall



Source: American Society for News Editors Newsroom Employment Census projections, 1978-2014.

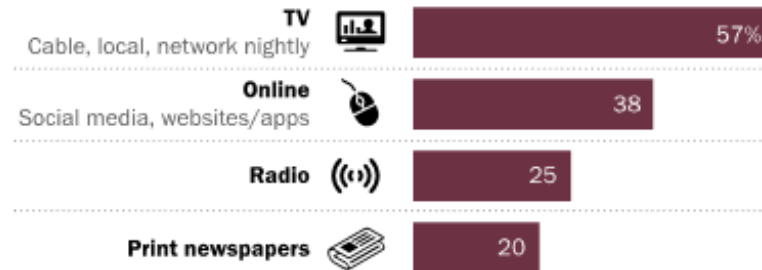
"State of the News Media 2016"

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Where do Americans get their news?

About four-in-ten Americans often get news online

% of U.S. adults who often get news on each platform



% of each age group who often get news on each platform

	18-29	30-49	50-64	65+
TV	27%	45%	72%	85%
Online	50	49	29	20
Radio	14	27	29	24
Print newspapers	5	10	23	48

Note: Just 1% said they never got news on any platform (not shown).

Source: Survey conducted Jan. 12-Feb. 8, 2016.

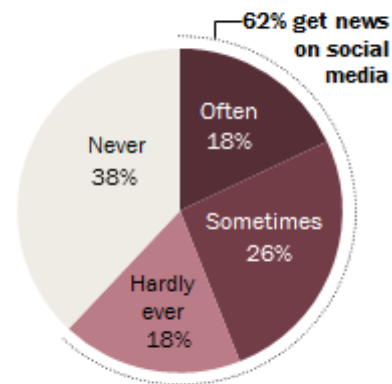
"The Modern News Consumer"

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Social media sites are an important news source

About 6-in-10 Americans get news from social media

% of U.S. adults who get news on a social networking site ...



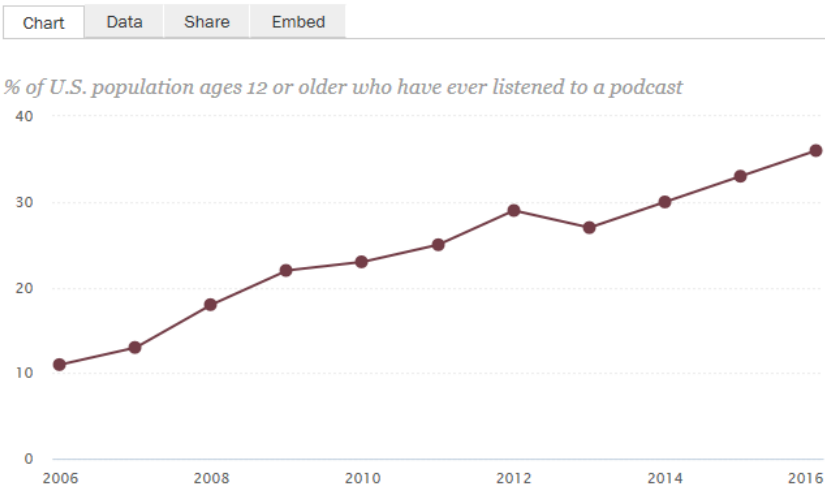
Source: Survey conducted Jan. 12-Feb. 8, 2016.
"News Use Across Social Media Platforms 2016"

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Serious journalism is growing, on new platforms

Podcast audience rising

About one-third of Americans now say they have listened to a podcast



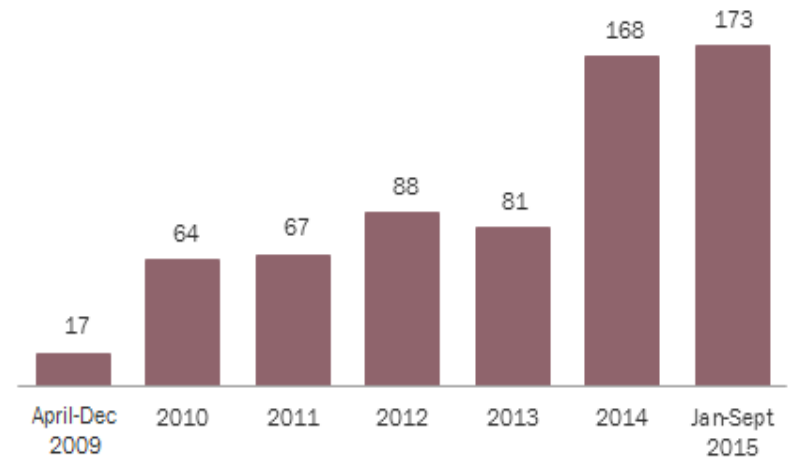
Note: Edison's survey is conducted in January and February of each year.
Source: Edison Research.
"State of the News Media 2016"

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...as is crowdfunded journalism

Interest in crowdfunded journalism grows over time

Number of funded journalism projects by year



So what does this mean for me?

- Lesser role of “legacy” media
- Proliferation of new outlets (many with a “voice”)
- Accelerating pace

A field guide to journalists

- Journalists are curious generalists
- Short deadlines, so get to the point: What's the story?
- Fond of milestones and anniversaries (for example, Equal Pay Day happens every year)
- Favor narratives of conflict and change – who or what is up or down
- Shun “may” or “could” or other uncertainty

Talking or writing for media audiences

- Present your key finding first; no throat-clearing. Save methodology for the footnotes (then delete the footnotes)
- Paint the big picture, and show where your work fits in
- Keep sentences short , or vary the length
- Make a key point and step back. Don't try to do too much
- Everyday English, active voice, no acronyms
- When talking about numbers, use very few and put them in context: “This group grew moderately, about 5% a year”

If a journalist contacts you...

- Respond quickly
- Look them up before doing an interview or writing an op-ed, and decline if they don't seem like a good fit
- Find out what they want: A quote? One number? A long interview? General background on a topic?
- Keep 25-word talking points handy
- Even if you can't help, suggest someone else who might (and thus become a trusted source)
- Your university media office can be your friend (get on their experts list)

During the interview (via phone, email, Skype, etc.)

- Everything you say could be quoted—so think about personal disclosure
- Be prepared to be asked: “What surprised you?”
- Answer the question you want to answer (reframe)
- Hold your ground on being uncertain
- If you don’t agree with a premise, say so, and move on
- “Is there anything I haven’t asked you?”
- You can ask them to read back your quotes – but not the story
- Offer off-hours contact information, in case of editing questions later

Afterwards

What about errors?

- If an online story goes up first, read it carefully for errors, to prevent them in the print edition
- Protest substantive errors, but try to forgive word choices you dislike or smaller matters
- Tweet the story, and retweet their tweet


Track your media presence


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A nonpartisan fact tank that informs the public about the issues, attitudes and the world. It conducts public opinion polling.
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 **In America, Does More Education Equal Less Religio**
Pew Research Center's Religion and Public Life Project - 5 h
And a new analysis of **Pew Research Center** surveys shows between religion and education in the United States is not s
Do college campuses put students' faith at risk? For Mormo
Deseret News - 5 hours ago
Does more schooling lead to less faith? Not for Mormons, of Salt Lake Tribune - 20 minutes ago
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Trump admin announcing its tax proposal now. A majority of Americans view the federal tax system as unfair pewrsr.ch/2oaYrAf
pic.twitter.com/dQRm6H7bW... *More education means I commitment — unless yc on our report bit.ly/2qeMpic.twitter.com/1XJcDtyK

 **As Mexican share declined, US unauthorized immigr**
Pew Research Center - Apr 25, 2017
The Center's preliminary estimate of the unauthorized immigr Center estimates are derived from data collected by the U.S.
Pew Research Center: Undocumented immigrant population [pewrsr.ch/2oaYrAf](#) Apr 25, 2017

A few things about Twitter

Why be on Twitter?

- Is used by journalists, so they might see you there
- Lets you control your message
- Helps you build a community of other interested researchers
- Can alert you to developments in your field

Be part of the conversation



Sarah Kliff @sarahkliff · 12m

Interesting wrinkle - MacArthur says they'll close the exemption for Congress, only do it *after* the amendment passes.

Alison Kodjak @alikodjakNPR

Congressional aide says they will offer separate legislation to fix AFTER this passes. [twitter.com/sarahkliff/sta...](https://twitter.com/sarahkliff/status...)

24 32 22



Ben Smith Retweeted



Aram Roston @AramRoston · 21m

Another effort at repealing Obamacare. This time for real. buzzfeed.com/paulmcleod/the... via @pdmcleod



The Republican Obamacare Replacement Bill Is Back. But Maybe For..

A quick guide to getting started

- Find journalists you like and follow them. Retweet their stories
- To figure out who to follow, who do people you admire follow?
- Tweets with charts, photos or other media attract more attention (and don't count toward the 140-character limit)
- Hashtags useful for events (e.g. #PAA2017)
- To join the conversation, add a relevant comment based on your expertise.



Thank you!

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All Things Census

@allthingscensus

Census methods, findings and resources from @pewresearch. RTs do not = endorsements. Created by D'Vera Cohn, senior writer @pewresearch

Washington, D.C.

pewsocialtrends.org/census

Joined August 2011

TWEETS 3,515 FOLLOWING 62 FOLLOWERS 13.6K LIKES 57 LISTS 1 MOMENTS 0

Tweets Tweets & replies Media

You Retweeted
 **All Things Census** @allthingscensus · Apr 25
Where can you learn how to tell media & policy audiences about your research?
At #PAA2017! @familyunequal @thehauer @MarkSMather @wmannin

109 New Tools and Best Practices in Communicating Research Results to Media and Policy Audiences

Thursday, April 27, 2017: 4:30 PM-6:00 PM
Continental C (Hilton Chicago)

Objectives:

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