

# 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):**

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

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

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

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

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

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**What's next?**

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## **SHARE YOUR WORK**

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

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

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