Learn and Connect Series: Communicating Your Research to Arctic Communities

November 2, 2022
Native Land Digital: https://native-land.ca/

Image Credit: M. E. Krauss, Alaska Native Language Center 2013.
NNA-CO Education & Outreach

Central Community Office (CU Boulder)

Community Extension Office (APU)

Education & Outreach Field Office (UAF)

+ leadership team and advisory boards

Karli Hassell
Indigenous Engagement Coordinator

Matthew Druckenmiller
Director

Jenna Vater
Program Manager

Elena Sparrow
Katie Spellman
Christi Buffington
Heather McFarland
Malinda Chase

Anne Gold
Alyse Thurber

University of Colorado Boulder
Alaska Climate Adaptation Science Center
University of Alaska Fairbanks
American Indian Science and Engineering Society
What to you is the most important characteristic of a broader impacts network in the Arctic?

- collaboration
- community
- indigenous
- education
- needs-based
- justice
- transparency
- network
- partnership
- communication
- expertise
- holistic
- involvement
- knowledge
- respect
- accessibility
- coordinated
- reciprocity
- intentional
- sustainability
- engagement
Panelists

Heather McFarland
Science Communication Manager, International Arctic Research Center, UAF

Rod Boyce
Public Information Officer, Geophysical Institute, UAF

Karli Tyance Hassell
Indigenous Engagement Coordinator, Alaska Pacific University

Mike DeLue
Science Communicator, International Arctic Research Center, UAF
So you want to create a newsletter?

Perks of a newsletter

- Regular communication
- Direct access to audience
  - Share results
  - Project updates
- Deeper dives
  - More focused audiences, deeper dives
So you want to create a newsletter?

Types of newsletters

- Electronic
  - Good internet
  - Templates/less work
  - Cautions: LOTs of eNewsletters, how will yours stand out?

- Print
  - Rural Alaskans w low bandwidth
  - More design skills needed
So you want to create a newsletter?

What improves success?

- **Writing style**
  - 6-8th grade level
  - No jargon, short sentences/paragraphs
  - Descriptive headers
  - 3 sec, 30 sec, 3 min rule

- **Highly visual**
  - People love local data, IF it’s displayed well
So you want to create a newsletter?

Why does it matter?

● Results/plans + WHY!
  ○ Connect to what people care about
  ○ Implications of results
  ○ Say “we don’t know”
  ○ Why did you ask the question

● Incorporate local voices
So you want to create a newsletter?

When to avoid newsletters

- No specific audience
  - Think through: Why & How
- Little time/resources/skills to tailor writing/design to audience
- You want to communicate more regularly, two-way, or only rarely
Connecting with Local Media

Keep it short and simple: Get to your point—and fast.

“I get hundreds of pitches per day, and it’s impossible to read every single one completely, so the first two lines are important.”

“Please be clear and concise about what you are pitching in the beginning of your email; we often receive emails that take a couple of paragraphs to introduce their item.”

“I won’t read a pitch if it’s too long. Just get the main idea out and let me know I can reach out to you if I have any questions.”
Connecting with Local Media

Fewer resources, more work

“Challenges around staffing and resources” is commonly noted as one of the biggest industry challenges for journalists. In an effort to keep up with the never-ending news cycle, journalists are having to multitask on multiple levels: Nearly three in ten journalists (29%) file 10 or more stories per week; 36% file anywhere from 4 to 9 stories per week; 34% file between one to three stories per week.

Not only are journalists filing multiple stories, the vast majority cover multiple topics as well. Nearly half of journalists (44%) cover 2 to 4 beats; nearly the same number (43%) cover 5 or more beats.
Pressure to perform

Journalists feel the burden to drive audiences to their stories, which is increasingly directly related to budgets. “Declining advertising and circulation revenues” leads many newsrooms and editors to watch their audience data as closely as their ledes.

The pressure to drive clicks, shares, likes and video plays is directly impacting the industry: 59% of journalists agree that the availability of detailed audience metrics is making them rethink the way they evaluate stories. As one respondent commented, “[There is] so much content in so many places, it’s hard to stay relevant.”

The availability of detailed audience metrics* has changed the way I evaluate stories.

*views, engagement, audience data
How to Win (Over) Journalists and Influence Earned Media

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Make Their Lives Easier

We asked journalists what PR pros could do to make their lives (and their ability to help PR pros in return) easier. These are their top suggestions.

“Understand my target audience and what they find relevant.”

This was No. 1 on the wish list, cited by 63% of journalists – not surprising, given that more than 2 in 3 journalists say the vast majority of pitches they receive are irrelevant.

Do your due diligence to ensure you’re reaching out to the right person at the right outlet. This is consistent with the many conversations we’ve had with journalists throughout the years. As one travel industry journalist put it: “Take the time to research the journalist you are pitching... When I do get that rare pitch that shows me that the PR pro has actually viewed my work, they’ve got my attention.”

What percentage of pitches received do you consider relevant?

- 76% - 100%
- 51% - 75%
- 26% - 50%
- 0% - 25%

Unchanged since our 2020 report, underscoring an opportunity for PR professionals to create more targeted outreach.
Connecting with Local Media

Getting Graphic: How Journalists Are Minding Multimedia

We know that journalists are increasingly focused on audience metrics and driving engagement with their content, so it makes sense that many are turning to multimedia to inform and extend their stories.

Not only do photographs, videos, audio clips, infographics and illustrations help contextualize a story, they add a visual or aural dimension that has been proven to increase consumer engagement.

<table>
<thead>
<tr>
<th>Engagement Type</th>
<th>Engagement Multiplier</th>
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<tbody>
<tr>
<td>Engagement with text only</td>
<td>1x</td>
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<tr>
<td>Engagement with one image</td>
<td>2x</td>
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<tr>
<td>Engagement with one video</td>
<td>3x</td>
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<tr>
<td>Engagement with multiple images</td>
<td>6x</td>
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</tbody>
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Source data from PRNewswire
Connecting with Local Media

What’s more, 1 in 5 journalists (22%) explicitly say that publicists can do them a favor by including multimedia content in their pitches and with their press releases. More than half of journalists (54%) go so far as to say they would be more likely to cover a story if provided with multimedia.

Going by journalists’ most-used multimedia elements from the last half of 2021, images may be the fastest way to get out of journalists’ inboxes and onto their editorial calendars: Worldwide, 81% of journalists have recently used photos to accompany content. Video is also popular (47%), followed closely by infographics (41%) and social media posts (39%).

Which multimedia or data elements have you included in your articles over the past 6 months?

- Images: 81%
- Videos: 47%
- Infographics: 41%
- Social media posts: 39%
- Livestreams: 16%
- Web polls: 16%
- Brand logos: 15%
- User-generated content: 13%
- Quizzes: 6%
- Animated gifs: 6%

Although images and videos top the list across the globe, we did notice a few regional differences. For example, APAC journalists reported the highest usage of livestreams (28%), web polls (28%) and user-generated content (20%) among all regions. And nearly 20% of North American journalists included logos in their recent stories, compared to only 13% in EMEA and 4% in APAC.
Connecting with Local Media

When asked about the sources they find most useful for generating stories or story ideas, press releases again came in at number one, cited by more than a third of journalists (37%). Industry experts were also high on the list (23%), followed by major wire services (15%). Internal spokespeople (13%) and email pitches (12%) rounded out the top five.

**Which source do you consider the most useful for generating stories or story ideas?**

- Press releases: 37%
- Industry experts: 23%
- Major wires (AP, Bloomberg, Reuters, etc.): 15%
- Internal spokespeople: 13%
- Email pitches: 12%
- Company social media channels: 7%
- External PR agency representative: 7%
- Company website: 7%
- Customers of a brand*: 5%
- Company blog: 2%

*Customers of a brand was not given as an answer choice in some Asian markets.

**PRO TIP** Don’t Underestimate the Power of a Press Release

If there’s one thing journalists love, it’s a good press release. Our findings show that more than 3 in 4 want to receive press releases from brands and PR pros (over any other type of content), and press releases are the #1 resource for generating story ideas.
Connecting with Local Media

The art and science of social media outreach.

Social media provides additional avenues to connect with journalists, but the same rules of "traditional" outreach apply—journalists have their own specific preferences for how they want to be approached, and they can smell a generic, copy-and-paste message a mile away.

Long live the press release

For all the changes the media has seen in recent years, one thing remains the same: Press releases are still one of the most powerful vehicles for getting your news, story, product or event in front of the right journalists and helping those journalists generate stories.

A picture is worth more than a thousand words

Journalists are using images, videos, infographics and other multimedia assets more than ever. Much of the time, the onus is on them to track those elements down. The more that you provide relevant and appropriate content up front—with captions and credits—the easier you make it for them to cover your story, and the more likely they will want to work with you in the future.
So you want to start a podcast…in the middle of a podcast boom?!

As of June 2022, there are **over 2.4 million** podcasts with over 66 million episodes between them.

**Gender distribution**
- **51%** Male
- **49%** Female

**Age distribution**
- **48%** Age 12-34
- **20%** Age 55+
- **32%** Age 35-54

**Listen to Podcasts**
- **65%** Smartphone/tablet/portable device
- **25%** Computer/laptop
- **10%** Smart speakers

2020 infographic about podcasting stats and marketing insights (Filmora Wondershare)
Podcasting… How hard can it be?

- **Finding your voice**
  - What is your show about and what are your goals? Who is your podcast for?

- **Telling your story**
  - What is your style?
  - How will your show be structured?
    - Ex. there are 5-minute episodes and 6-hour long episodes
  - Podcast logistics, equipment, production, post-production
    - This can get technical and/or costly - or you can simplify!

- **Building a community of listeners**
  - Where will you share? How will you share?
  - How do you engage with your listeners?

**Podcasting can turn into a full-time job** - do you have a interested student who can create cover art, show notes or even lead the podcast? Compensation or funds for an editor, for example?
How about the Arctic Together Podcast?

“Centering Indigenous community voices, getting to the root of research, and what it means to be Arctic Together.”

- **Target audience:** Peoples of the Arctic, NNA researchers, practitioners, local Indigenous communities, and those interested in learning from knowledge holders or who want to know more about the NNA program, research best practices, and methodology
- **Launched in June 2022**
- Quarterly series with options for coverage of events, international features, and ongoing issues.
- Rotating Arctic regions and topics

**Next episode:** Featuring the 2022 NNA Annual Community Meeting and mini-interviews conducted by the Teen Climate Communicators (Anchorage Museum)
How about the Arctic Together Podcast?

Each episode has “show notes” that features more information on podcast guests, NNA research, links to resources and music.

Intersections segment featuring visual artists and musicians, cultural impact and influence.

Have a story to share? Interested in being a podcast guest? Have ideas for future episodes?
What are Storymaps?

- ArcGIS Online ecosystem
- Storytelling through dynamic web page
- Integrates a variety of media types

AAOKH Storymap
What you need to be successful

- Access to ArcGIS Online
- A variety of QUALITY media
  - Record interviews
  - Collaborator photos
  - Video recordings
  - Get creative!

Hidden Water Storymap
When Storymaps are useful:

- Clear geographic theme
- Clear story arc
- Variety of media
- Making narrative sense of complete results
When Storymaps aren’t useful:

No clear story or grounding in place or you didn’t collect media
→ Consider a press release or print product
→ Alaska’s Changing Environment

Target has limited access to high speed internet
→ Develop relationships with local media
→ Coffee at KYUK interview about sUAS research

More GIS functionality or analysis is desired
→ Work with an organization like SNAP that can build bespoke web apps or websites
→ Northern Climate Reports
Questions and Discussion

Have a question for our experts?
● Unmute and ask!
● Type it in the chat
Upcoming Opportunities

NNA Annual Community Meeting ([meeting website](#))
- November 15-17, 2022

AGU
- Session on “Convergent Research in the Arctic: Addressing Complex Societal Challenges through Action-Oriented Coastal and Ocean Science” ([OS006](#))
  December 15, 2022 - 8:00-11:30 am CT (poster session) & 3:45-5:15 pm CT (oral session)
- Session on “Arctic Education & Outreach - Effective ways of engaging diverse learners in Arctic science” ([ED004](#))
  December 16, 2022 - 10:00-11:30 am CT (oral session) & 1:45-5:15 pm (poster session)

Inclusive Mentoring Workshop
- Build a more inclusive research environment with the tools you need to foster meaningful relationships and build support networks
- January 25th 11 am MT. [Sign up on Eventbrite](#)
NNA-CO website  https://nna-co.org/

- subscribe everyone on your team to our newsletter
- join our Facebook group “Arctic Together”
- follow us on Twitter @ArcticTogether

Please take our 2 min feedback survey:
https://cuboulder.qualtrics.com/jfe/form/SV_cBAPJjoA7j3liFo