



2024 NSF RESEARCH INFRASTRUCTURE
WORKSHOP

MARCH 26 - 29, 2024 • TUCSON, ARIZONA

Getting Mass Media to Work for You
Miriam Kleiman, Public Affairs, OLPA

Image Credit: Vera C. Rubin Observatory, CTIO/NOIRLab/DOE/NSF/AURA T.A. R, Richard F. Caris Mirror Lab/Gabrielle Perez



Introduction – Who are YOU?

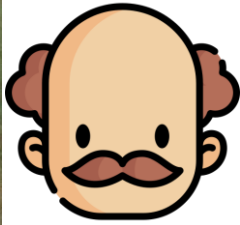


Show of hands:

- PAOs/PIOs?
- Researchers?
- Managers?
- Others?



Who Am I?



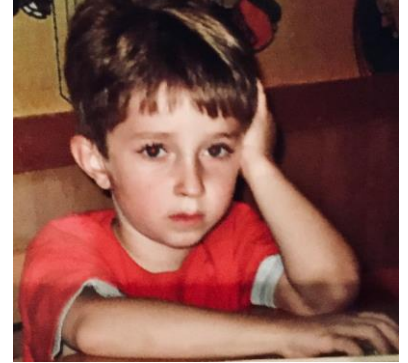
Dad



Irving & Stefanie



Hillary & Alice



Zack





Why is working with the media important?



**It helps to amplify
your research to a
broad audience.**



Who needs Media Training?

How hard can it be?

[VIDEO #1](#)





Media Interview Tips - BEFORE

- **Determine the desired headline.**
- **Consider the audience.**
- **Get comfortable.**
- **Prepare the take-away message.**



Interview DOs

Interview Dos

- **Use specifics/analogies/contrasts/comparisons/tell STORIES.**
- **Be enthusiastic/animated.** Smile!
- **Be correct, polite and respectful.** Thank the interviewer for their interest and time.
- **Be short and simple.** Talk in soundbites. Pretend you're talking to a friend. "If there's one thing I want to say, it is" "The most important thing for you to know is..."
- **BUSDRIVER ANALOGY**





Interview **DON'Ts**

- **Don't** speak “off the record” or “on background”
- **Don't** do an interview if you're not interested/comfortable.
- **Don't** think you have to answer every question. [VIDEO](#) #2
- **Don't** use jargon, professional terminology, or NSF acronyms. Use YOUR words.
- **Don't** be caught off guard!!! WHEN DOES THE INTERVIEW BEGIN?

Warning: so-called “hot mic”-you're always “on”-even pros get in trouble. [VIDEO](#) #3



- When **NSF** succeeds, we **ALL** succeed.
- Help leverage, optimize and demonstrate NSF's maximum value for the taxpayer.



BRIDGING

BRIDGE/DEFLECT if/when needed: (pivot/dance a jig)

- “I can’t answer that question. What I can tell you is...”
- “I’m happy to answer any *research*-related questions.”
- “No” or “I don’t know” are fine.
- Or “That’s unclear, but what I do know is...”
- “That’s a great question! I’ll get back to you...”
- IF the reporter is distracted/uninterested - take charge! Great opportunity! [VIDEO #4](#)



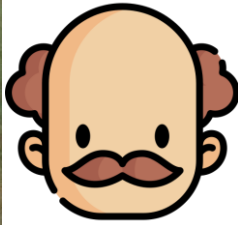
Making sure NSF is part of the story

Ways to include NSF in your discussion:

- "We had this unique idea about how to study X, and NSF gave us \$\$ to pursue it."
- "Thanks to this NSF investment, we were able to discover ..."
- "NSF has been a great partner in this research ..."
- "NSF investments in this research has led to ..."



Who Am I?



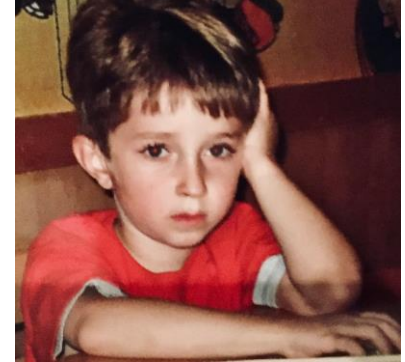
Dad



Irving & Stefanie



Hillary & Alice



Zack



Making NSF part of MY story! Landmark College



ADMISSIONS

ACADEMICS

STUDENT LIFE

SUMMER

LC ONLINE

Home > News & Events > Landmark News

Landmark News

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Landmark College Students to Help Develop NSF-funded Virtual Reality Education Game

July 13, 2020

Landmark College has been named as a subawardee in a research project aimed at using virtual reality (VR) technology to increase access and broaden participation by students with autism in learning Science, Technology, Engineering, and Math (STEM).



Information for Families



LANDMARK
COLLEGE

Putney, Vermont

Making NSF part of MY story: National Archives/NSF

0307 **Records of the National Science Foundation**

**(Record Group 307)
1907-87 (bulk 1948-87)**

Overview of Records Locations

Search this Record Group in the National Archives Online

0307		Records of the National Science Foundation	
Cluster(s): Science/Technology			
NWCS-C	College Park, MD	178.82 cu. ft.	5,550 Maps and Charts
NWCS-C	College Park, MD	2 cu. ft.	1,800 Aerial Photographs
NWCS-C	College Park, MD	16.947 cu. ft.	1,320 Architectural and Engin. Drawings
NWCS-M	College Park, MD	4 cu. ft.	37 Motion Pictures
NWCS-M	College Park, MD	1 cu. ft.	28 Sound Recordings
NWCS-M	College Park, MD	24 cu. ft.	83 Video Recordings
NWCS-S	College Park, MD	3 cu. ft.	376 Still Pictures
NWCS-S	College Park, MD	0 cu. ft.	6 Posters
NWCT2	College Park, MD	18,860.1 cu. ft.	
NWCT2	College Park, MD	1.816 cu. ft.	5 Artifacts
NWME	College Park, MD	0 cu. ft.	6,650,770 Machine-readable records
TOTAL:		19,091.683 cu. ft.	6,659,975 items



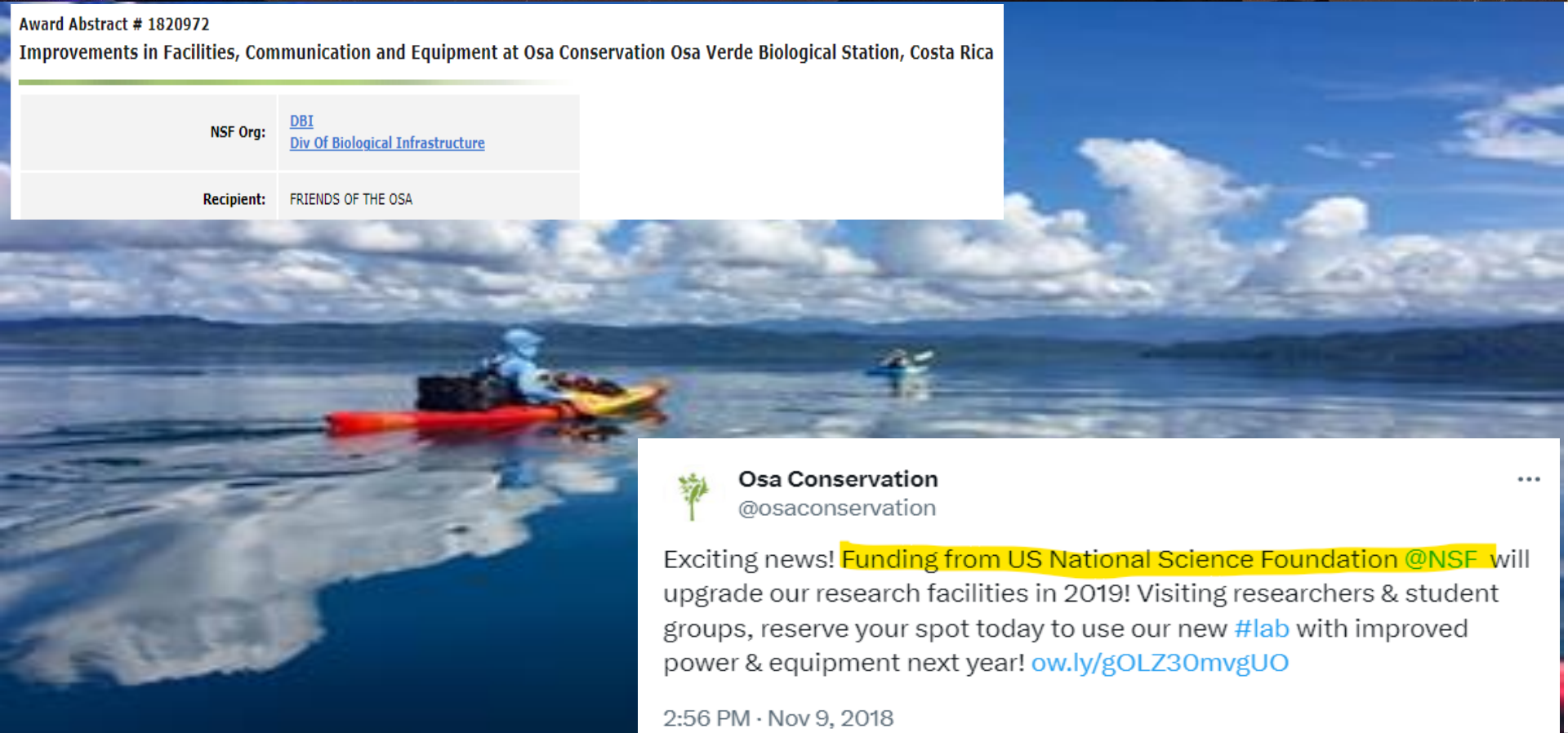
Costa Rica's Osa Peninsula

Award Abstract # 1820972

Improvements in Facilities, Communication and Equipment at Osa Conservation Osa Verde Biological Station, Costa Rica

NSF Org: [DBI](#)
[Div Of Biological Infrastructure](#)

Recipient: FRIENDS OF THE OSA



Osa Conservation
@osaconservation



Exciting news! **Funding from US National Science Foundation @NSF** will upgrade our research facilities in 2019! Visiting researchers & student groups, reserve your spot today to use our new [#lab](#) with improved power & equipment next year! ow.ly/gOLZ30mvgUO

2:56 PM · Nov 9, 2018



Making NSF part of MY story!

Award Abstract # 7503306

Development of Information on U.S. Technology in Support of The Secretary of State's Latin American Initiatives (C975 to 1)

NSF Org:	ENG Directorate For Engineering
Recipient:	
Initial Amendment Date:	September 11, 1974
Latest Amendment Date:	January 17, 1975
Award Number:	7503306
Award Instrument:	BOA/Task Order
Program Manager:	name not available ENG Directorate For Engineering ENG Directorate For Engineering
Start Date:	August 30, 1974
End Date:	December 31, 1974 (Estimated)
Total Intended Award Amount:	
Total Awarded Amount to Date:	\$20,422.00
Funds Obligated to Date:	
History of Investigator:	Herbert Kleiman (Principal Investigator)
Recipient Sponsored Research Office:	Battelle Memorial Institute 505 KING AVE Columbus OH US 43201-2696 (614)424-4873



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Mock Interview and discussion





Parting Thought

- When **NSF** succeeds, we **ALL** succeed
- Help us leverage, optimize, and demonstrate NSF's maximum value for the taxpayer.
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