

MEXT Project Launch

Improving research university performance,
impact, and reputation

25 Oct 2016 | Tokyo

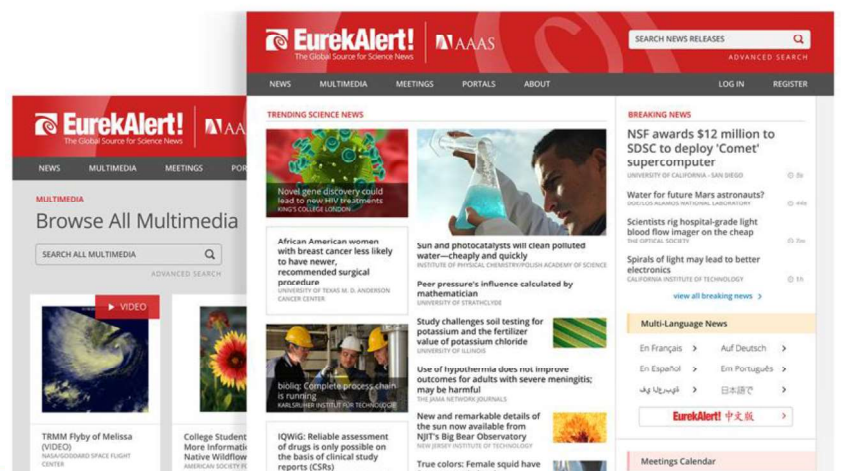


Introduction

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American Association
for the Advancement of Science
(AAAS)



How to build international reputation & impact?



Getting Started

- Play the long-game
- Set goals & benchmarks
- Identify strengths & “niche”



Questions to ask

- How well are we doing?
- What are we known for now?
- What would we *like* to be known for?
- How do we get there?



Media relations

- Build on your strengths
- Keep messaging consistent across local & international efforts
- Relationships matter



Collaborate & strategize

- Agree on goals & measurements
- Identify scope & potential
- Be creative but realistic



Collaborate & strategize

- Capitalize on networks of partner institutions
- Monitor and analyze media coverage



Direct communication (PR)

- Augments media relations
- Capitalize & build on existing reputation & audience
- Full control of messaging



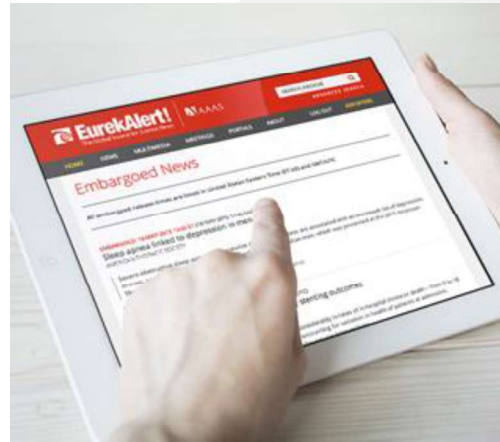
Channels & tools

- University (news) website
- Social media
- Recognized wire services



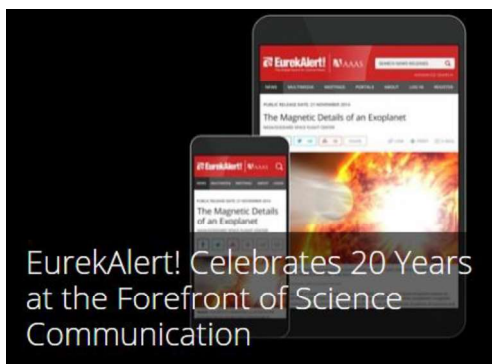
What we are...

- Non-profit
- Editorially independent
- Voluntary news consortium
- Operated by AAAS
- Embargoed news wire service
- All scientific disciplines
- Guided by an advisory group of reporters & Public Information Officers (PIOs)

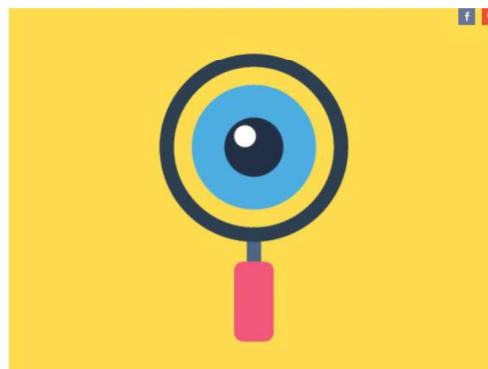


NICK STOCKTON SCIENCE 05-15-16 5:00 PM

INSIDE EUREKALERT, THE NEWS HUB THAT SHAPES THE SCIENCE YOU READ



EurekaAlert! Celebrates 20 Years at the Forefront of Science Communication



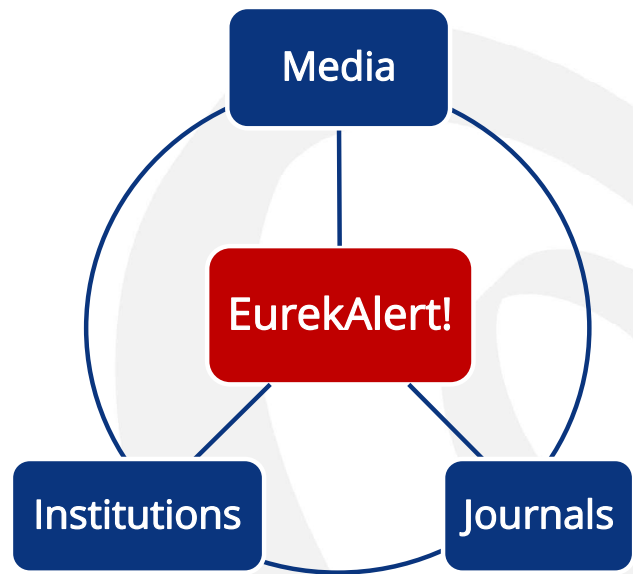
GETTY IMAGES

SCIENTISTS DISCOVER A new planet that might be able to support life. A drug that targets certain cancer receptors. Evidence of a previously unknown branch of human ancestors. Extreme weather. Dinosaurs had feathers? Who the hell knew ravens were so clever! And you saw the story on Facebook, on Twitter, in an email from your mom. Then you shared it to your coworker via Slack, your boss over lunch, from a barstool during your date that evening.



How it works...

- Eligible reporters gain free access to embargoed & public press material
- PIOs pay a fee to post those materials
- Eligible news releases from accredited institutions and peer-reviewed journals accepted



How it works...

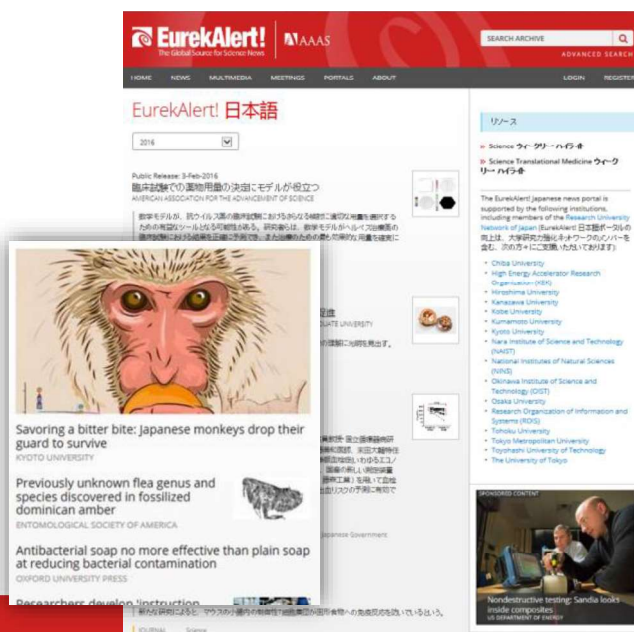


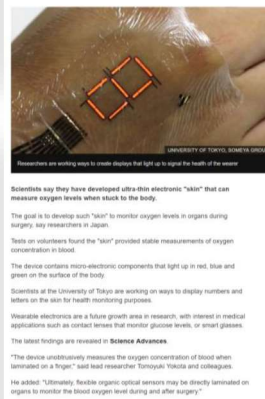
Who we serve...



Japanese Portal

	2014	2015	2016
News Releases	18	158	373
Institutions	7	19	17
Reporters	234	270	277



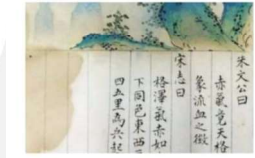


SPACE

Ancient Documents Reveal Sunspots, Auroras and Other Solar Activity before Galileo

Some references to the phenomena date as early as the seventh century

By Rachel Nuwer on July 1, 2015



A premodern drawing of what may be an aurora in the Chinese manuscript "Tiaryulin Yuli Xiangyifu." Credit: COURTESY OF NATIONAL ARCHIVES OF JAPAN

Until Galileo kick-started modern astronomy in the early 1600s, the record of the sun's activities was basically blank—or so scientists thought. To shed light on our star's history, researchers at Kyoto University in Japan have begun to comb through ancient texts. So far they have found dozens of apparent references to sunspots, auroras and other solar events that date as far back as the seventh century—albeit in terms that require more interpretation than Galileo's drawings.

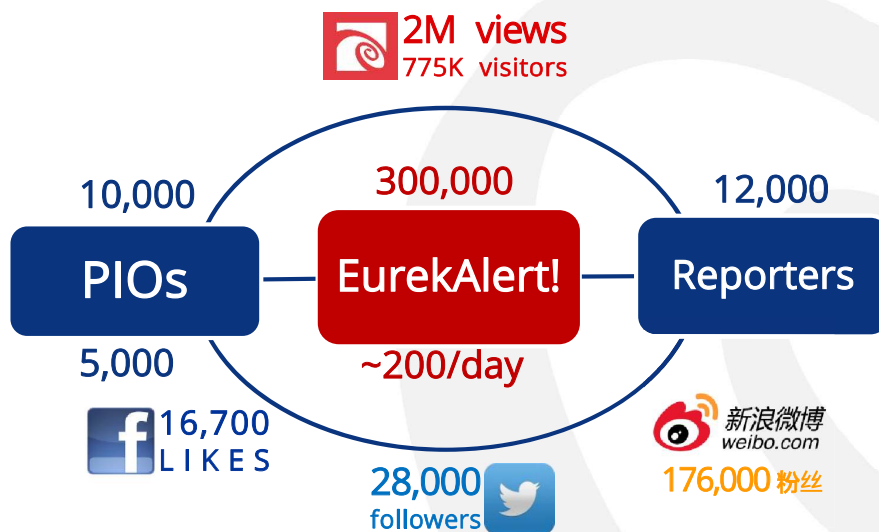


"Although [scientists] can use ice cores, tree rings and sediments for clues as to past weather and climate change, things like space weather and auroras leave little or no trace," says Bruce Tsurutani, a space plasma physicist at NASA who is not involved in the Kyoto research. "So we need information that man has taken himself."

Who we serve...



Who we reach...



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Who trusts us...



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Trending 2016

1	414,287	Canadian innovation for killing mosquito eggs could help Zika fight
2	285,955	Inside the mouth of a hydra
3	194,870	A new species and genus of 'horned necked' praying mantis from a French museum collection
4	191,980	Dogs understand both vocabulary and intonation of human speech
5	182,276	For women, caffeine could be ally in warding off dementia
6	162,583	DNA evidence shows that salmon hatcheries cause substantial, rapid genetic changes
7	129,994	WiFi capacity doubled at less than half the size
8	122,955	The Lancet: Most antidepressant drugs ineffective for children and teens, according to study
9	122,257	Future brain therapies for Parkinson's possible with stem cell bioengineering innovation
10	12,875	The Lancet: New stem cell transplantation method may halt multiple sclerosis symptoms long-term, but therapy comes with high risk



Invest in people

- Train & recruit communicators
- Cultivate culture of open communication
- Promote PIO services to faculty
- Value institutional knowledge and long-term relationships





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