

Engaging WITHE MEDIA

Society for Endocrinology members are experts in hormone science and health. Members who act as Media Ambassadors work alongside the Society press office to provide accurate and responsible media reporting of endocrinology-related topics.

Find out how the media works and how the Society can support you to effectively engage with journalists as a Media Ambassador. You will improve your communication skills, get new perspectives on your work, and raise the profile of your research/practice and institution.

Importantly, by engaging with the media you will improve the quality of science and health reporting, enabling people to make better informed decisions about their health.

www.endocrinology.org @Soc_Endo

HOW DO STORIES APPEAR IN THE MEDIA?

The majority of news stories come from publishers, institutions or learned societies who send press releases often highlighting newsworthy research or practice published in journals, or presented at events. Some examples of what journalists find newsworthy are:

- new research about common medical
 conditions that could eventually lead to
 better diagnosis or treatments
- research into health implications of everyday foods/ products or lifestyle choices
- findings that challenge the status quo, that may be controversial
- research with an economic or political relevance to society

WHAT ARE JOURNALISTS LOOKING FOR?

Once journalists have chosen their story to cover, they generally try to engage with experts in order to inform their coverage of an endocrinology-related topic.

Expert input is crucial in media reporting – it helps journalists and writers shape stories, get the facts right and sometimes even assess whether stories are worth pursuing at all.

Journalists will get in touch with press offices at organisations such as at the Society for Endocrinology to discuss their story and be put in touch with a relevant scientist, clinician or nurse.

REMEMBER:

Journalists often have very short deadlines – even more so with online journalism. They need really quick responses from experts to be able to write their stories – often within a few hours – before they're published.

WHY SHOULD SCIENTISTS, CLINICIANS AND NURSES ENGAGE WITH JOURNALISTS?

By engaging with the media, our Media Ambassadors help the public make informed decisions. This engagement also helps scientists, clinicians and nurses keep perspective of the significance and relevance of their work to society, and it can be an opportunity to raise the profile of their work and institution.

Importantly, expert input helps improve the quality of science and health reporting. Insights from Media Ambassadors are invaluable to:

- provide context and background
- highlight limitations or inconsistencies
- explain real world implications

When media enquiries are **not** addressed by those who have the relevant expertise, there is a risk that the message will be misconstrued, becoming detrimental to public health and to society. This can trigger mistrust towards science and medicine.

REMEMBER:

There are plenty of people far less qualified than you who will be willing to speak to the media if you choose not to!

WHAT IS ACTUALLY INVOLVED **IN BEING A MEDIA AMBASSADOR?**

1. Responding to breaking news

The Society's press office is regularly asked for experts to provide written comments on specific endocrinology-related research papers that have been highlighted to the press via research institutions or publishers. Sometimes journalists will ask to have a short phone conversation if they have specific questions. These enquiries come from the Science Media Centre (SMC), news outlets or publications, freelance journalists or writers.

BEC O Sign in

For example...



Channa Jayasena and the Society were mentioned in the BBC, after talking to a journalist about a story cycle in a dish

By Sarah Knapton, SCIENCE EDITOR: CHARGE - HANNER

pening your bedroom window at night to allow in a cool breeze could be simple, if chilly, way of preventing obesity and Type 2 diabetes, an Oxford University academic has aggested

Professor of Endocrinology Ashley Grossman said there was mounting evidence that cooling the body even by just a couple of degrees was beneficial for health

> Martin Hewison submitted quotes on a study about vitamin D supplements and respiratory infections, which was covered by the BBC and The Guardian

A story about parabens and obesity was dropped by the *Telegraph*, thanks to comments and contributions by Saffron Whitehead and Giles Yeo

NEWS Health Menstrual cycle recreated 'in a dish' on mimicking the menstrual O'RIN Dr Channa Jayasena, from Imperial College London and the Society for Endocrinology, said. "The results are exciting and represent an important innovation. However, we must remember that the rodent and human reproducti systems have important differences."

> Ashley Grossman provided a comment about global warming and the rise in diabetes cases, which was reported in the *Telegraph*



A News Sport Washer Player TV Red

Martin Hewison, professor of molecular endocrinology at the University of Birmingham, said he agreed the case for vitamin D supplementation against respiratory infections was proven

"This may be particularly important for people in the UK who are at high risk of vitamin Ddeficiency, particularly in the winter," he said, adding that higher dose than currently recommended for bone health might be needed and called for more trials. Low levels of vitamin D can cause the bone disease rickets in children.



2. Research for feature articles in print, TV or radio

The Society's press office sometimes receives requests for advice or participation from TV shows, radio shows, freelance journalists, writers or filmmakers for a live or pre-recorded interview regarding a particular study or topic. Sometimes, these media outlets are simply seeking a preliminary, informative chat to gather background information about a topic that the source is covering.

For example...

r-fry diet could protect against osteopor our levels of a blood protein a



The Debrief

Ondocin

Helen Simpson

Richard Quinton appeared on a BBC Radio 4 show, talking about testosterone prescriptions.

25

9 THINGS YOU PROBABLY DIDN'T KNOW Helen Simpson contributed HE DEBRIEF WE ALL KNOW HORMONES HAVE A LOT TO ANSWER FOR, BUT DO YOU KNOW JUST HO to an article on how hormones PROCESSES THEY BE RESPONDED FOR affect our day-to-day life, for

We all know hormones have a lot to answer for - the wild mood swince, the monthly some, the brain flog - but do you know just how many everyday rocesses your hormones have an influence over? As women, we lend think about hormones in terms of PMS, pregnancy and the men tere's so much more to our clever endocrine system than just reg fertility. We spoke to hormone doctor Helen Simpson, from The So Endocrinology, about all the things you never knew your h

Maralyn Druce participated in a BBC Business Daily radio show about oxytocin



Even if your written quote or interview has been edited, and you feel like important bits have been left out, you most probably will still have got your main message

The benefits of working with the media can include sparking collaborations, attracting staff/students, gaining recognition for your area of work and helping obtain funding.

HOW DO I GET INVOLVED AS AS A MEDIA AMBASSADOR?

You can find out more about becoming a Media Ambassador by contacting the Society's press office at **media**(*a*)endocrinology.org. When you become a Media Ambassador, we will add your name to our database, against a list of topics related to your expertise and that you agree to comment on. We will then contact you with any relevant enquiries, support you as necessary and keep you updated with any coverage.

HOW WILL THE SOCIETY PRESS OFFICE SUPPORT ME?

We offer our support at every step of the way – if you are unsure about how to engage with journalists we are always available to help you in different ways.

We will:

- help you refine your key messages
- conduct mock-interviews

REMEMBER:

The Society has a series of

how-to guides on how to interact

with the media, and offers training

opportunities to help you gain

confidence when communicating with

iournalists.

and training www.endocrinology.org/ outreach/public-engagement

advise on what kind of language to use when providing written comments

We aim to contact our Ambassadors only with those enquiries that fall into their field of expertise.

We will not:

- share any contact details with journalists unless you specifically agree that you are able to comment
- send more than one email with the same enquiry – if you don't get back to us before the specified deadline, we will assume you are unavailable Find out more about Society resources

Press office receives a media enquiry

Requesting quotes

Requesting collaboraion or advice

Email sent out to relevant Ambassadors, including supporting materials or information

Quotes are forwarded to \blacksquare source of

enquiry

Ambassador is put in touch with source of enquiry

If quotes are used, a report is sent to Ambassador

End result is promoted by the Society

Share your expertise and help improve science and health reporting – become a Society Media Ambassador by contacting us at **media@endocrinology.org**