

CONTENTS

Introduction:

Why Science PIOs Matter (and Communication 101)	1
1 Finding Stories and Deciding What to Write About	5
2 Writing Stories	21
3 Pitching Stories	40
4 Illustrating Stories with Multimedia	61
5 Getting Scientists to Tell Their Stories	69
6 Telling the Story Yourself: Social Media and Blogs	79
7 Measuring Your Story's Success: Metrics	100
8 Stories You Don't Want: Crisis Communications	114

Conclusion:

The Science PIO Commandments	123
Acknowledgments	127
Appendix A: Useful Links for Multimedia	129
Appendix B: Sample Research News Release	131
Appendix C: Sample Grant Announcement	134
Appendix D: Sample Media Advisory	136
Appendix E: Sample News Tip	138
Appendix F: Sample Communication Plan	140
Index	143