

# Easy Steps for Creating a Press Release about your Research Publication



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University of Toronto

Feb 15, 2023

# Why bother with a press release?

Moral obligation to disseminate

- Public university
- CLSA is publicly funded

Small fish in a big pond

- 1.8 million published articles each year
- How can your findings move the field forward if no one reads them?



# Is Media Coverage Helpful for Academic Impact?

- # of citations strongly correlated with number of media mentions
- But could this be due to quality/importance of the publication?
- My little experiment for open-access articles (n=2 articles)
  - Depression trajectories delayed press release 9 days-
    - from 0 media articles to 62 articles (MacNeil et al, 2022)
  - Successful Aging paper delayed press release 2 months
    - From 0 media articles to 51 articles (Ho et al, 2022)

Anderson PS, Odom AR, Gray HM, Jones JB, Christensen WF, et al. (2020) A case study exploring associations between popular media attention of scientific research and scientific citations. PLOS ONE 15(7): e0234912. <https://doi.org/10.1371/journal.pone.0234912>

**We are lucky in gerontology because almost everything we do is relevant and interesting to the general public.**





**The CLSA provides the best longitudinal data  
ever available in Canada!**



# Analyze your Data with Dissemination in Mind

## Social Support

- 2 points on a social support scale does not mean anything to most people
- However, being without a confidant is something people understand

## Income

- Analyze in \$10,000 increments, not \$1 because the odds ratios are not infinitesimal

## Depression/PTSD

- Using dichotomized depression or PTSD scores makes them much easier to understand than when treated continuously

You want to make sure the journal does not publish the 'accepted pre-proof' article online (Note this is now the default in Elsevier journals).



You need the final edited and approved proof to be the first one published online

Upon article acceptance (or in Elsevier when you send in the revise and resubmit) I add the following in my response email:

**“We will be working with media services at University of Toronto to create a Eurekalert! and press release on this article. Please do not publish the paper online until we have finalized the corrected proofs. Media relations also requests that they are informed about the embargo date at least 3 days in advance of publication in order to maximize media pick-up.”**



Your University's Media Relations Office will be  
Happy to Help but They Prefer a Drafted Press Release



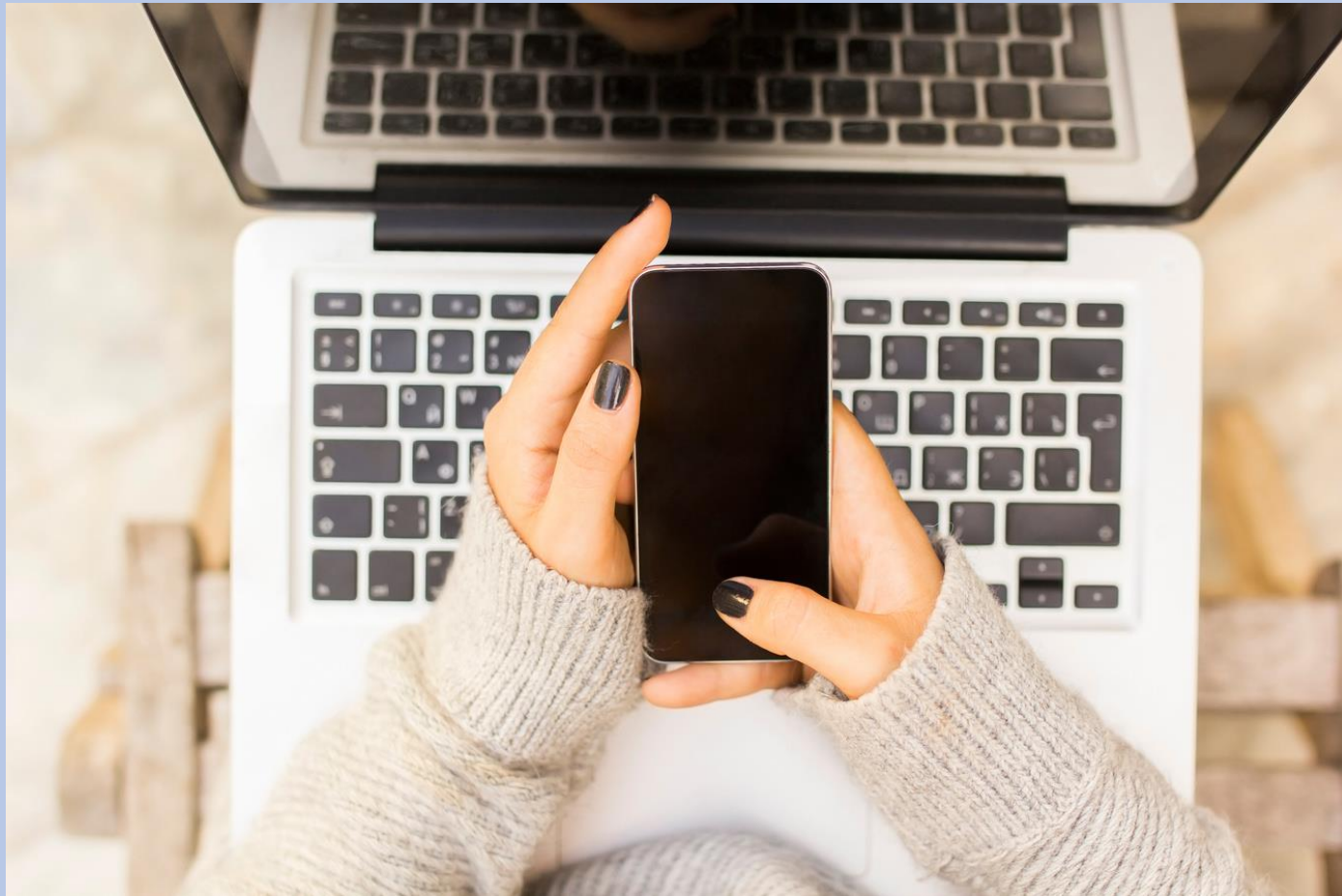


# All press releases have a standard formula.

Once you know the formula you can draft a release in 2 or 3 hours

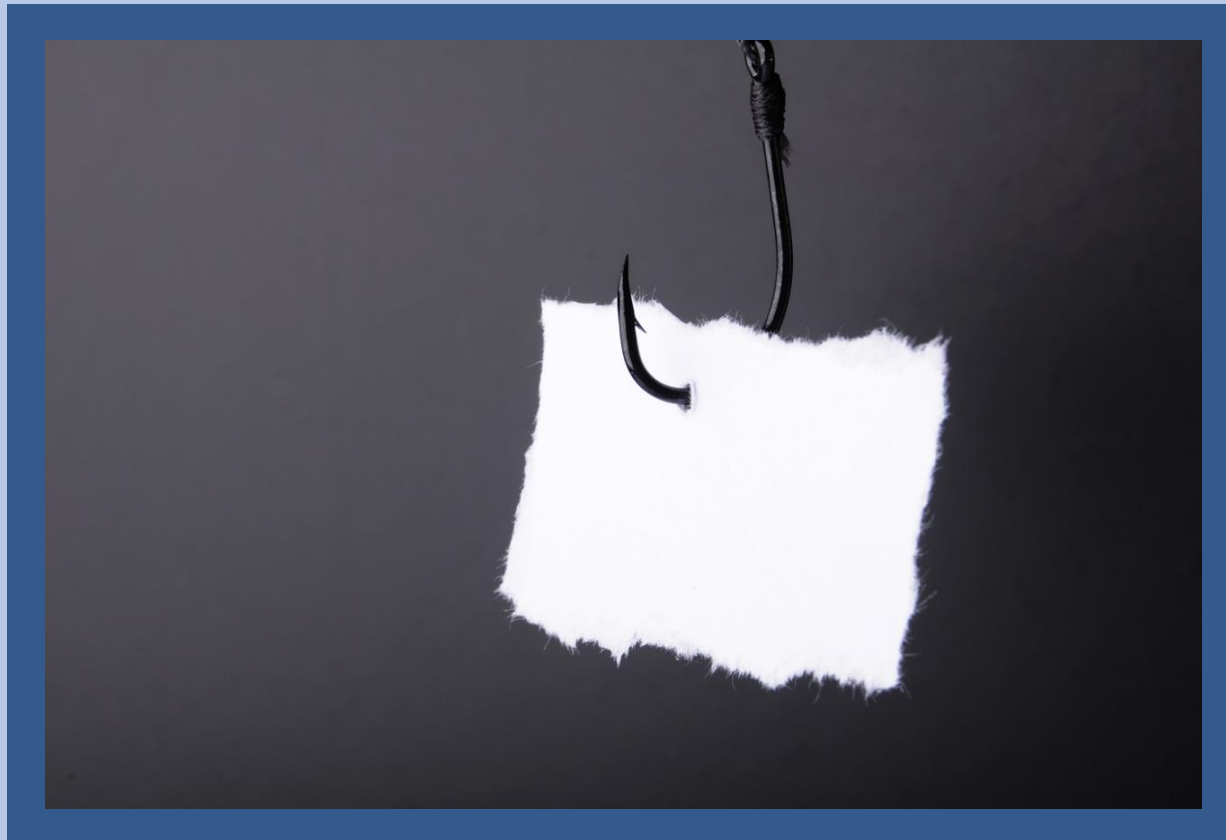


**Scan Eurekaalert! to see examples of press releases and keep up in your field - <https://www.eurekaalert.org/>**



# Oxford Journals states...

“The most important aspect is to remember that the research should contain a ‘hook’ or main point of interest for the reader and the journalist. This hook should provide an identifiable audience, main point of focus for the release, and headline for the article. **If you cannot identify the hook then it is unlikely that we can.**”



# Press releases are designed...

a.	To be read by nonexperts - so keep it simple
b.	To entice reporters to cover your research -so be clear why your findings are important and who might be interested
c.	<ul style="list-style-type: none"><li>• To be used as ‘filler’ for newspapers and news blogs around the world- therefore they need to be clear, well-written, and fine to “stand alone” as an article with engaging quotes from experts (i.e., you &amp; co-authors)<ul style="list-style-type: none"><li>◦ 99% of your coverage will come from ‘filler’ coverage, but they can easily get picked up in dozens of outlets including Times of India, NBC blogs, etc.</li></ul></li></ul>



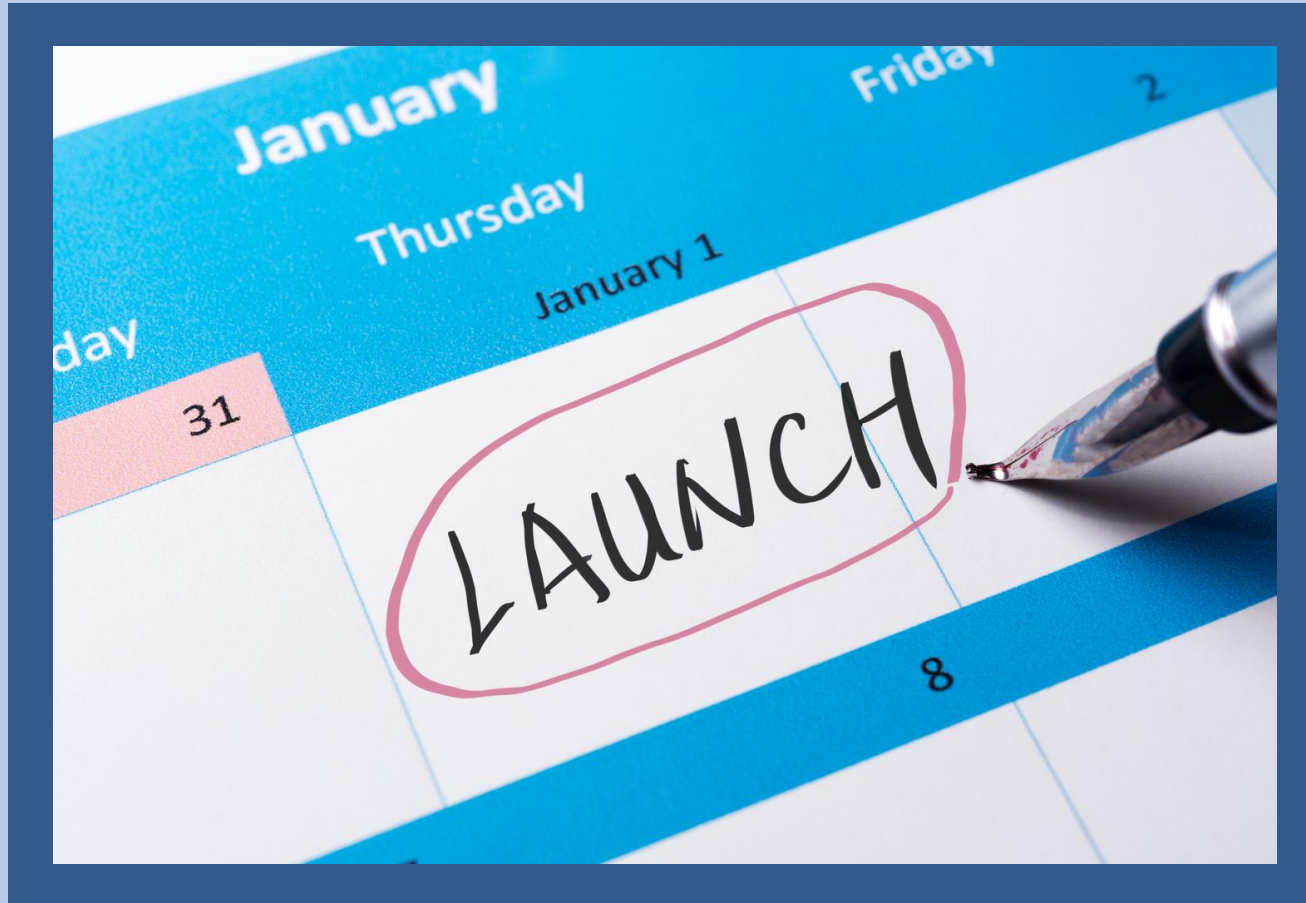
# Draft the press release when you are editing the proofs

- It is more time efficient when the complete article is fresh in your mind
- You also will be ready in case the journal moves up the publication date





**Choose an embargo date that is a Tuesday, Wednesday or Thursday at 5:00 am EST**



# It is easier to generate media attention if the publication coincides with a date of interest

- a. September 13st is Grandparents day**
- b. September 21st is World Alzheimer's Day**
- c. February is American Heart Month**
- d. For a full list see <https://www.ipromo.com/blog/2020-awareness-event-calendar-awareness-days-weeks-and-months/>**



**Provide embargo time/date at the top in bold caps  
(NEWS RELEASE 20-apr-2023 5:00 am EST)**



**The title/headline should be short, enticing and in the active voice**

a.	<b>Maximum 90 characters including spaces</b>
b.	Use 25 point font
c.	<b>Bold</b>





# The sub-headline should touch on some of the key findings and it must be engaging

- Many reporters do not read past the subheading
- No more than 255 characters including spaces
- Use 14 point font
- *Italicize*





**Write the byline “University of Toronto”**

**Start content with Toronto, Canada**

**Insert your university and location**



**Sadly, positive news gets much less attention than negative news (and null findings are completely ignored)**



# **Types of Headlines & Subtitles**

**Summarize All Key Findings**



NEWS RELEASE 19-JAN-2023

## Older adults with asthma at high risk for depression during the COVID-19 pandemic

Half of individuals with asthma and a pre-pandemic history of depression experienced depression during the COVID-19 pandemic; 1 in 7 older adults with asthma and no history of depression experienced depression for the first time during the pandemic.

Peer-Reviewed Publication

UNIVERSITY OF TORONTO



A recent, prospective study of approximately 2,000 older adults in Canada published online this month in the journal *Respiratory Medicine* found that older adults with asthma were at high risk of depression during the COVID-19 pandemic.

For older adults with asthma who had experienced depression in the past, the numbers were extremely worrying, with approximately one-half experiencing a recurrence of depression during the autumn of 2020, which was significantly higher than recurrence rates among their peers who did not have asthma. Those who were lonely had substantially elevated rates of depression.

### Media Contact

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### Expert Contacts

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Andie MacNeil  
University of Toronto, Factor-Inwentash  
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### More on this News Release

Older adults with asthma at high risk for depression during the COVID-19 pandemic

UNIVERSITY OF TORONTO

JOURNAL

NEWS RELEASE 19-NOV-2020

# One in four older refugees are in psychological distress -- even decades after resettlement

Peer-Reviewed Publication  
UNIVERSITY OF TORONTO



A new study of Canadians aged 45-85, released this week in the *International Journal of Social Psychiatry*, found that 24% of refugees were in psychological distress compared to 13% of non-refugee immigrants and those born in Canada.

"Refugees are very vulnerable to negative mental health in later life. The average time these refugees had lived in Canada was more than 4 decades, yet one in four were still in substantial psychological distress," says the study's first author Hongmei Tong, Assistant Professor of Social Work at MacEwan University in Edmonton.

"Since refugees had twice the prevalence of distress compared to other immigrants, we hypothesize that pre-migration traumas, rather than the post-migration challenges of resettlement, are probably driving the high levels of psychological distress" says Tong.

## Media Contact

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## More on this News Release

One in four older refugees are in psychological distress -- even decades after resettlement  
UNIVERSITY OF TORONTO

JOURNAL  
*International Journal of Social Psychiatry*

DOI  
10.1177/0020764020971003

## KEYWORDS

SOCIAL PSYCHOLOGY MENTAL HEALTH  
SOCIAL RESEARCH



# Types of Headlines & Subtitles

**Catchier Headline  
but  
Less Information**





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NEWS RELEASE 7-JAN-2020

# Some surprisingly good news about anxiety

Recovery rates are high: A recent study finds seven in ten Canadians with a history of generalized anxiety disorder are free of the disorder and 40% are in excellent mental health, with high levels of life satisfaction and happiness

Peer-Reviewed Publication  
UNIVERSITY OF TORONTO



TORONTO, ON - Anxiety disorders are the most common type of psychiatric illness, yet researchers know very little about factors associated with recovery. A new University of Toronto study investigated three levels of recovery in a large, representative sample of more than 2,000 Canadians with a history of generalized anxiety disorder (GAD).

The study reports that 72% of Canadians with a history of GAD have been free of the mental health condition for at least one year. Overall, 40% were in a state of excellent mental health, and almost 60% had no other mental illness or addiction issues, such as suicidal thoughts, substance dependence, a major depressive disorder or a bipolar disorder, in the past year,

The definition of excellent mental health sets a very high bar. To be defined in excellent mental health, respondents had to achieve three things: 1) almost daily happiness or life

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## More on this News Release

Some surprisingly good news about anxiety  
UNIVERSITY OF TORONTO

JOURNAL  
*Journal of Affective Disorders*

DOI  
10.1016/j.jad.2019.12.004

## KEYWORDS

ANXIETY DISORDERS MENTAL HEALTH  
REPRESENTATIVE SAMPLES



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NEWS RELEASE 24-JUN-2020

## Nutrition a key ingredient for cognitive health of midlife and older Canadians

Fruit and vegetable intake, immigration status, age, education, blood pressure, obesity and body fat were found to be associated with greater verbal fluency among anglophone Canadians aged 45 and older

Peer-Reviewed Publication

UNIVERSITY OF TORONTO



A new study, investigating factors associated with verbal fluency among a large sample of anglophone Canadians aged 45-85, found that individuals who consumed more vegetables and fruits and more nuts and pulses (such as lentils and beans) scored higher on tests of verbal fluency.

"These findings are consistent with other research that has found a Mediterranean diet high in fruits, vegetables, nuts, and legumes is protective against cognitive decline," reported co-author Dr. Karen Davison, a nutrition informatics research program director at Kwantlen Polytechnic University, in British Columbia and a North American Primary Care Research Fellow. "Every increase in average daily fruit and vegetable intake was linked to higher verbal fluency scores, but the best outcomes were found among those who consumed at least 6

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### More on this News Release

#### Nutrition a key ingredient for cognitive health of midlife and older Canadians

UNIVERSITY OF TORONTO

#### JOURNAL

*The journal of nutrition health & aging*

#### DOI

10.1007/s12603-020-1402-8

### KEYWORDS

NUTRITION

OBESITY

UNIVERSITIES



# Types of Headlines & Subtitles

**Translating Findings into  
Something More Tangible**





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NEWS RELEASE 22-JUL-2020

# Flourishing mental health delays mortality by five months in 18 year prospective study

Study finds mental health is a key factor in predicting mortality in a representative study of 12,000 Canadians

Peer-Reviewed Publication

UNIVERSITY OF TORONTO



TORONTO, CANADA - We have known for decades that mental health plays an important role in one's quality of life, but a study released this week suggests it is also an important factor in one's quantity of life.

A new University of Toronto study that followed 12,424 adult Canadians from the mid-1990s until 2011 found that those who were in suboptimal mental health at the beginning of the study died, on average, 4.7 months earlier than their peers who were in excellent mental health.

The study took into account the 'usual suspects for premature mortality' including the respondents' functional limitations; health behaviors, such as smoking, heavy drinking and

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## More on this News Release

Flourishing mental health delays mortality by five months in 18 year prospective study  
UNIVERSITY OF TORONTO

## JOURNAL

*Journal of Psychosomatic Research*

## DOI

10.1016/j.jpsychores.2020.110176

## KEYWORDS

MENTAL HEALTH

RISK FACTORS

SOCIAL WORK



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NEWS RELEASE 23-DEC-2021

# Serious cognitive impairment declines 23% among older American women over a decade

If the prevalence of cognitive impairment had remained at 2008 levels, an additional 1.13 million older Americans would have had serious cognitive problems in 2017

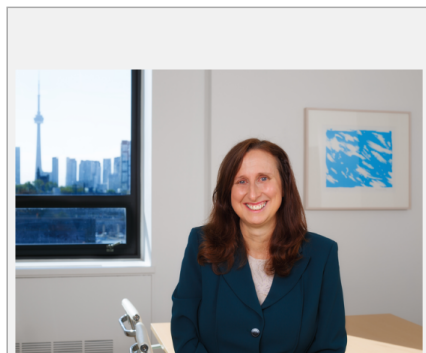
Peer-Reviewed Publication

IOS PRESS



**Toronto, December 23, 2021:** A new nationally representative study published online in the *Journal of Alzheimer's Disease* found an abrupt decline in the prevalence of cognitive impairment among American adults aged 65 and older compared to the same age group a decade earlier.

In 2008, 12.2% of older Americans reported serious cognitive problems. In 2017, the percentage had declined to 10.0%. To put



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## More on this News Release

Serious cognitive impairment declines 23% among older American women over a decade  
IOS PRESS

## JOURNAL

*Journal of Alzheimer's Disease*

## DOI

10.3233/JAD-210561

## KEYWORDS

ALZHEIMER DISEASE



# **Types of Headlines & Subtitles**

**Focus on the  
Most Novel Finding**





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NEWS RELEASE 27-FEB-2020

# Low fruit and vegetable intakes and higher body fat linked to anxiety disorders

Gender, poverty, chronic pain, relationship status and number of chronic health conditions also linked

Peer-Reviewed Publication

UNIVERSITY OF TORONTO



New research from the Canadian Longitudinal Study on Aging shows that adults who have low fruit and vegetable intakes have a higher likelihood of being diagnosed with an anxiety disorder.

"For those who consumed less than 3 sources of fruits and vegetables daily, there was at least at 24% higher odds of anxiety disorder diagnosis," says study lead Karen Davison, health science faculty member, nutrition informatics lab director at Kwantlen Polytechnic University, (KPU) and North American Primary Care Research Group Fellow.

"This may also partly explain the findings associated with body composition measures. As levels of total body fat increased beyond 36%, the likelihood of anxiety disorder was

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## More on this News Release

### Low fruit and vegetable intakes and higher body fat linked to anxiety disorders

UNIVERSITY OF TORONTO

#### JOURNAL

*International Journal of Environmental Research and Public Health*

#### DOI

10.3390/ijerph17051493

## KEYWORDS

ANXIETY DISORDERS

LONGITUDINAL STUDIES

MEDICAL ECONOMICS

**So was chronic pain and serious physical health problems but neither of those factors are particularly novel, so these points were buried lower in the press release**





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NEWS RELEASE 9-JUN-2016

# Link found between witnessing parental domestic violence during childhood and attempted suicide

One in six adults who were exposed to chronic parental domestic violence during their childhood has attempted suicide

Peer-Reviewed Publication

UNIVERSITY OF TORONTO



Print Email App

Toronto, ON - A new study by the University of Toronto (U of T), found the lifetime prevalence of suicide attempts among adults who had been exposed to chronic parental domestic violence during childhood was 17.3% compared to 2.3% among those without this childhood adversity.

"We had expected that the association between chronic parental domestic violence and later suicide attempts would be explained by childhood sexual or physical abuse, or by mental illness and substance abuse. However, even when we took these factors into account, those exposed to chronic parental domestic violence still had more than twice the odds of having attempted suicide" reported lead author Professor Esme Fuller-Thomson, Sandra Rotman Endowed Chair at the University of Toronto's Factor Inwentash Faculty of Social Work and

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## More on this News Release

Link found between witnessing parental domestic violence during childhood and attempted suicide

UNIVERSITY OF TORONTO

## KEYWORDS

SUICIDE

CHILDREN

DOMESTIC VIOLENCE



**Childhood sexual abuse & childhood physical abuse were also risk factors for attempted suicide, but these have been well documented in the previous literature, so these were discussed later**



# Types of Headlines & Subtitles

**Asking a Question:  
Great for Hypothesis Papers**







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NEWS RELEASE 19-DEC-2019

# Is there a link between lifetime lead exposure and dementia?

Peer-Reviewed Publication

UNIVERSITY OF TORONTO



Toronto, ON -- To the medical community's surprise, several studies from the US, Canada, and Europe suggest a promising downward trend in the incidence and prevalence of dementia. Important risk factors for dementia, such as mid-life obesity and mid-life diabetes, have been increasing rapidly, so the decline in dementia incidence is particularly perplexing.

A new hypothesis by University of Toronto Professor Esme Fuller-Thomson, recently published in the *Journal of Alzheimer's Disease*, suggests that the declining dementia rates may be a result of generational differences in lifetime exposure to lead. U of T pharmacy student ZhiDi (Judy) Deng, co-authored the article.

"While the negative impact of lead exposure on the IQ of children is well-known, less attention has been paid to the cumulative effects of a lifetime of exposure on older adults' cognition and dementia," says Fuller Thomson, director of the Institute of Life Course and Aging and professor at the Factor-Inwentash Faculty of Social Work. "Given previous levels of lead exposure, we believe further exploration of the of this hypothesis is warranted."

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## More on this News Release

Is there a link between lifetime lead exposure and dementia?

UNIVERSITY OF TORONTO

## KEYWORDS

DEMENTIA BLOOD OLDER ADULTS

NEWS RELEASE 12-DEC-2019

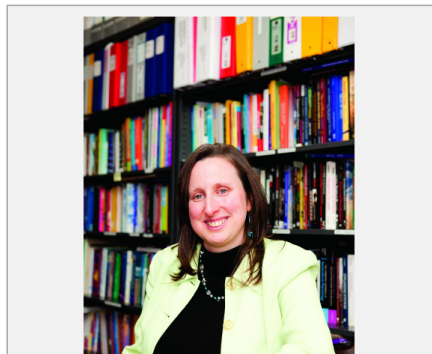
# Could some people with schizophrenia in poorer nations simply have a vitamin deficiency?

A new hypothesis may hold the key to solving four medical mysteries associated with the chronic brain disorder

Peer-Reviewed Publication  
UNIVERSITY OF TORONTO



Four unsolved mysteries around schizophrenia have long plagued the medical community, but a new hypothesis identifying a common link between them and an almost forgotten epidemic of a disease called pellagra could have profound implications for our understanding of psychosis in poorer nations. The new hypothesis has implications for how a subgroup of people with active psychosis



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## More on this News Release

Could some people with schizophrenia in poorer nations simply have a vitamin deficiency?  
UNIVERSITY OF TORONTO

JOURNAL  
*Schizophrenia Research*

DOI  
[10.1016/j.schres.2019.11.049](https://doi.org/10.1016/j.schres.2019.11.049)

## KEYWORDS

SCHIZOPHRENIA PSYCHOSIS  
MEDICAL TREATMENTS

## The text should be succinct

<b>a.</b>	Maximum of 500-700 words (Fewer words are fine)
<b>b.</b>	Order information so the most important is first
<b>c.</b>	Be accurate, avoid hyperbole- Don't overstate the findings!
<b>d.</b>	Be clear-avoid jargon such as SES
<b>e.</b>	Avoid too many technical details

# Provide engaging quotes that provide opinion or insight on each main finding

- I use one quote per author

- Never more than one quote per paragraph

- I draft all the quotes so that the story flows

- Always send the drafted press release to the whole team and ask them to respond by email confirming they are OK with their quotes and with the whole press release

- Put the quote first, then “said co-author NAME and then their title and position at the end

**Try out the ideas on your kids/friends first,  
someone else with limited knowledge of topic**

- **Think about the “3 minute” cocktail party overview of the paper**
- **What 2-3 points are the most important, most interesting and/or most novel?**





# **First paragraph needs to catch people's interest and be engaging**

- **Think of a press release's first paragraph as the '1 minute elevator speech' overview**

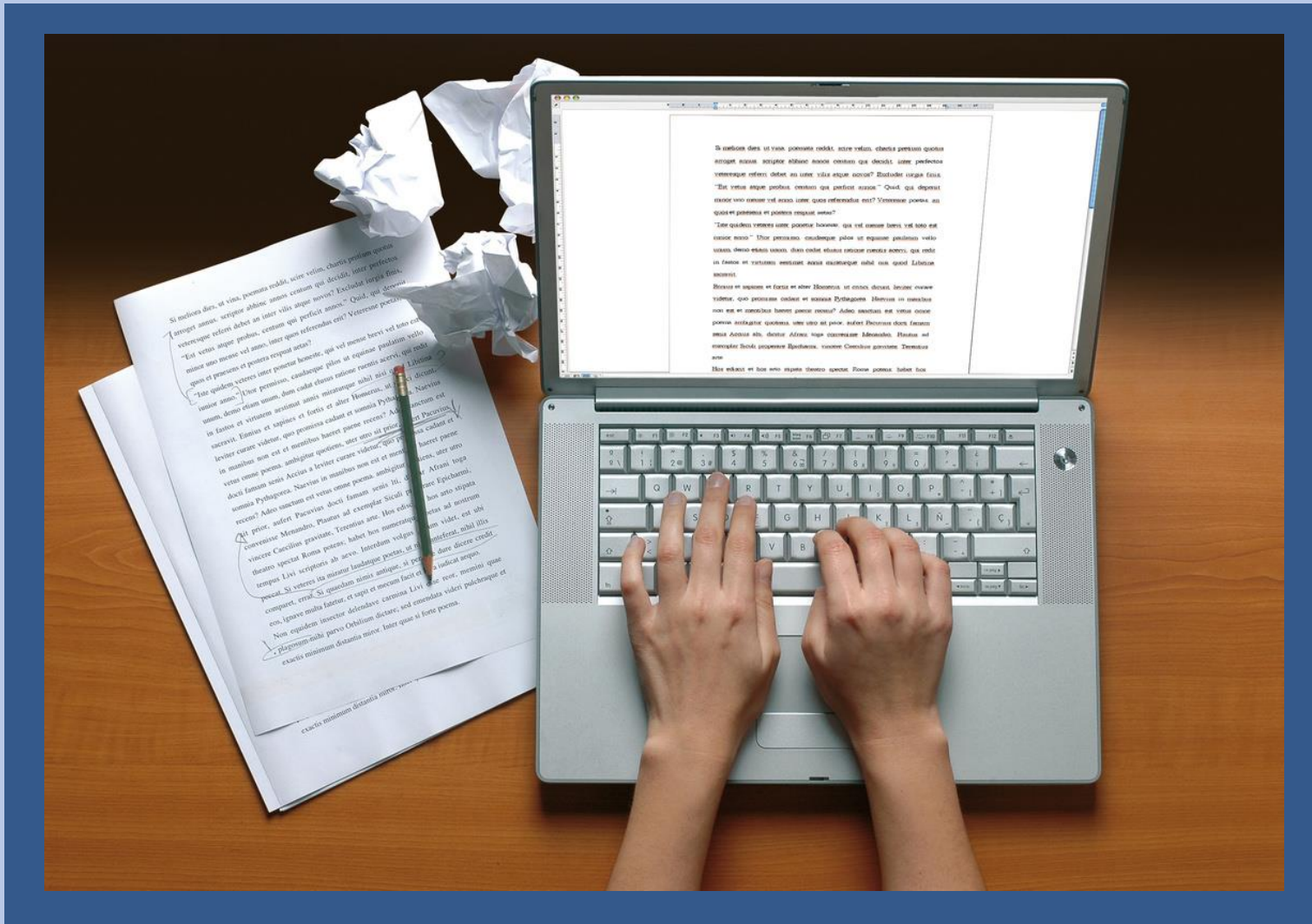


# Use many short paragraphs with spaces between paragraphs





**If it isn't self-evident why the findings are important, unexpected or exciting, you need to make that evident within the first few paragraphs**



**Quote:** “We were surprised and delighted to learn that more than 70% of our sample maintained their excellent state of health across the study period,” says the first author, Mabel Ho, a doctoral candidate at the University of Toronto’s Factor-Inwentash Faculty of Social Work (FIFSW) and the Institute of Life Course and Aging. “Our findings underline the importance of a strength-based rather than a deficit-based focus on aging and older adults. The media and research tend to ignore the positive and just focus on the problems.”.



## Somewhere in the press release (middle or later), provide details on when and where published:

- Example: “The study was published online this week in the journal *Respiratory Medicine*..”
- At a minimum, try to send out the press release in the same month as it published (ideally the day of)





## **Near the bottom, perhaps 2nd last paragraph, put in information on the methodology:**

- “The study included 2,017 participants of the Canadian Longitudinal Study on Aging (CLSA) with asthma, who provided data at the baseline wave (2011–2015), follow-up 1 wave (2015–2018), and during the pandemic (September–December 2020).”

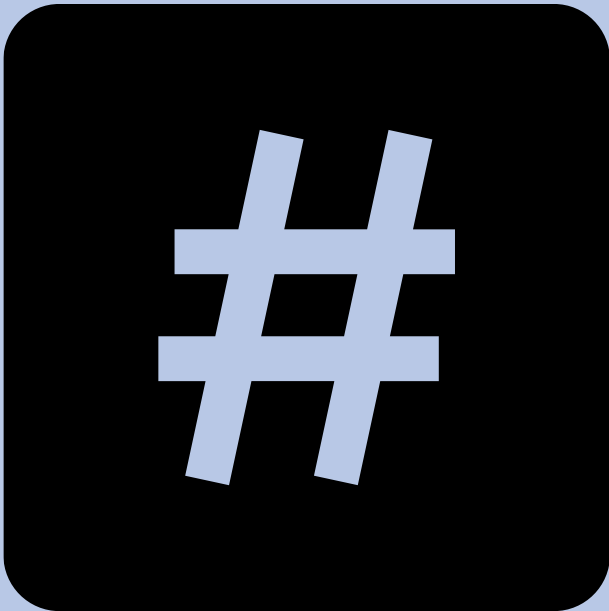


## Last paragraph put in a quote that sums up:

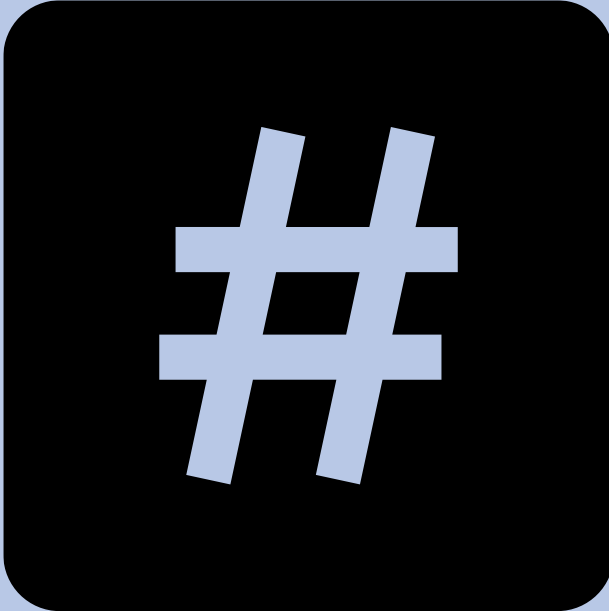
""As life gradually returns to normal following the pandemic, it is still important to consider the potential longstanding mental health effects," said MacNeil. "We hope these findings can help inform targeted screening and referral to efficacious treatments such as cognitive behavioral therapy to support older adults with asthma who are experiencing depression".



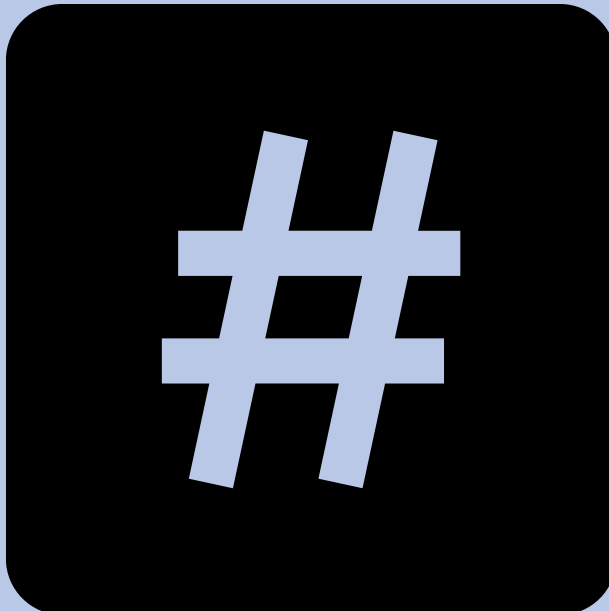
**Follow the text by ### in the middle  
of a blank line**



**#**



**#**



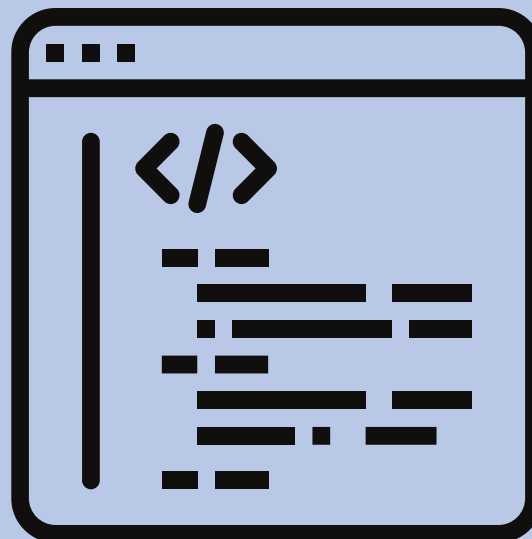
**#**

## After the break put Publication Source:

- Give full citation with DOI number and link which will go live after the embargo date (note the production team at the journal will give this to you upon request):

### Publication Source:

MacNeil A, Birk S, Villeneuve PJ, Jiang Y, de Groh M, Fuller-Thomson E. Incident and Recurrent Depression among Adults Aged 50 Years and Older during the COVID-19 Pandemic: A Longitudinal Analysis of the Canadian Longitudinal Study on Aging. *International Journal of Environmental Research and Public Health*. 2022; 19(22):15032. <https://doi.org/10.3390/ijerph192215032>



**Next section provide the contact details with bolded headed:**

**Media contact:**

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**If there is a paywall for the article add the following**

- “A full copy of the paper is available to credentialed journalists upon request. Please contact [esme.fuller.thomson@utoronto.ca](mailto:esme.fuller.thomson@utoronto.ca).





# On the day of the press release

- Try to have lots of free time to answer any media calls/emails
  - Most reporters appreciate a call back within an hour
- Have a one-page point form list of the key points you want to emphasize
- Have on hand a succinct quote or two



# Tracking Media Pick-up

*Altmetric, Google Searches, &  
Your Media Relations Office*



# Incident and Recurrent Depression among Adults Aged 50 Years and Older during the COVID-19 Pandemic: A Longitudinal Analysis of the Canadian Longitudinal Study on Aging

Overview of attention for article published in International Journal of Environmental Research and Public Health, November 2022



About this Attention Score  
In the top 5% of all research outputs scored by Altmetric

Mentioned by  
47 news outlets  
1 blog

SUMMARY News Blogs Twitter

So far, Altmetric has seen 62 news stories from 47 outlets.

- labroots** Depression Rates Increased for Older Adults During the Pandemic | Coronavirus  
LabRoots, 07 Jan 2023  
A study found that 1 in 8 older adults experienced depression for the first time during the Covid-19 pandemic.
- labroots** Depression Rates Increased for Older Adults During the Pandemic | Coronavirus  
LabRoots, 07 Jan 2023  
A study found that 1 in 8 older adults experienced depression for the first time during the Covid-19 pandemic.
- labroots** Depression Rates Increased for Older Adults During the Pandemic | Coronavirus  
LabRoots, 07 Jan 2023  
A study found that 1 in 8 older adults experienced depression for the first time during the Covid-19 pandemic.