

How journalists can help to scientists?

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The main aim of Science news agency "InformNauka" is to keep journalists informing of science-related events and the research progress in Russia. We have a net of correspondents that keep up with important events in science, contact with scientists, read science periodicals, make news stories. Every week we send eight science stories to leading national newspapers, magazines, radio- and TV channels that makes it possible for journalists to be in the know the latest science events and achievements in national science, in its different fields. It is important that InformNauka gives correct and proved information to press. Up to now we propose our information services mainly to journalists, Russian and foreign. But I think that we can be in use for science organizations as well. Here in Russia even big institutes and scientific centers have no press secretary or specialists for public relations. The fact is that such person is necessary there for a successful activity of organization. The press secretary should:

1. permanently keep up with works of his science organization, with successes of its leading specialists;
2. present complex science problems in such way that any person can understand them;
3. regularly (every day or every week) inform mass-media about achievements and events of his organization;
4. organize press-conferences and round-tables where leading scientists can tell to journalists about results of their investigations and answer journalists' questions.
5. send his organization press-releases to foreign special information agency and networks;
6. watch for publications on his organization achievements in press.

A conduct of a PR-campaign requires special methods, facilities and experiences. InformNauka has all of that, so we are glad to propose our information services to science organizations. Our experience is that already in a month after beginning of PR-actions you begin to receive responses and requests, to see how the public interest in your organization increases.