Media Relations in Education & Outreach Programmes

The University of the West Indies
Seismic Research Centre
Trinidad & Tobago, W.I.
If used strategically, the media can be a tool for both communication and education.
The UWI Seismic Research Centre

OUTLINE

- The SRC
- Media pros and cons
- SRC and the media
  - Strategy
  - Results
  - Future plans
The UWI Seismic Research Centre
The UWI SRC is the official source of information on earthquakes, volcanoes and tsunamis in the English-speaking Eastern Caribbean.
Core Functions

Monitor
Mitigate
Educate
The Problem

Lack of awareness on geologic hazards

Miscommunication between scientists and public

Long periods between geologic events

Educate
SRC Education & Outreach
Media Pros and Cons
The UWI Seismic Research Centre

Media Pros

Wider reach

Raise agency profile

Communication and education
Media Cons

- Expensive
- Sensational
- Inconvenient
SRC and the Media
Media

Communication ➞ Education

- Feed the beast

Accessible

Accurate

Relevant
Build relationships

- Select a specialist
- Connect with a journalist
- Encourage collaborations
Use appropriate media

Local collaborations
Results

- Expanded media inserts
- Heightened profile of the SRC
- Increased proactive requests from media
- Sustainability and transferability
Future Plans

Social Media

RSS News Feeds

Podcasts
If used strategically, the media can be a tool for both communication and education.
Thank You

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