

## **COMMUNICATING SCIENCE**

Southern California Marine Mammal Workshop 2014

By Stuart Wolpert

### **WRITING A NEWS RELEASE: TWO CASE STUDIES**

#### **CASE STUDY #1: NEW RESEARCH ON THE ORIGINS OF DOGS**

Research by UCLA Professor Dr. Robert Wayne and colleagues — indicating wolves likely were domesticated by European hunter-gatherers more than 18,000 years ago and gradually evolved into dogs that became household pets — illustrates how a news release about research of wide public interest can generate national and international news coverage. Here are the original scientific article, the UCLA news release about the research by Stuart Wolpert, and a sample of the news coverage that followed:

##### **Original article by Dr. Wayne:**

See PDF on SCMMW Resources Page : Thalmann et al. 2013. Complete Mitochondrial genomes of ancient canids suggest a European origin of domestic dogs. Science 342: 871–874.

##### **UCLA Newsroom news release by Stuart Wolpert:**

<http://newsroom.ucla.edu/portal/ucla/dogs-likely-originated-in-europe-249325.aspx>

##### **Links to some of the national and international news coverage his research received:**

The New York Times:

[http://www.nytimes.com/2013/11/14/science/wolf-to-dog-scientists-agree-on-how-but-not-where.html?\\_r=0](http://www.nytimes.com/2013/11/14/science/wolf-to-dog-scientists-agree-on-how-but-not-where.html?_r=0) (full text is below)

NBC News.com:

<http://www.nbcnews.com/science/ancient-dna-suggests-european-hunters-tamed-dogs-2D11591252>

Los Angeles Times:

<http://www.latimes.com/science/sciencenow/la-sci-sn-dogs-domesticated-in-europe-20131114,0,2657010.story#axzz2kkhqMRrE>

ABC News/Associated Press (AP):

<http://abcnews.go.com/Technology/wireStory/dogs-dna-points-europe-20891281>

The Washington Post:

[http://www.washingtonpost.com/national/health-science/modern-day-pooches-most-closely-related-to-european-canines-study-says/2013/11/14/723a2a0a-4d47-11e3-9890-a1e0997fb0c0\\_story.html](http://www.washingtonpost.com/national/health-science/modern-day-pooches-most-closely-related-to-european-canines-study-says/2013/11/14/723a2a0a-4d47-11e3-9890-a1e0997fb0c0_story.html)

CNN.com:

<http://www.cnn.com/2013/11/14/health/dogs-domesticated-europe/>

Time:

<http://science.time.com/2013/11/14/europe-where-dogs-and-humans-fell-in-love/>

USA Today/AP story:

<http://www.usatoday.com/story/tech/2013/11/14/dog-origin-dna/3539209/>

NPR:

<http://www.npr.org/2013/11/14/244988049/old-dogs-new-data-canines-may-have-been-domesticated-in-europe>

National Geographic:

<http://news.nationalgeographic.com/news/2013/13/131114-europe-dog-domestication-wolves-hunter-gatherers/>

The Economist:

<http://www.economist.com/news/science-and-technology/21589844-mans-best-friend-originated-europe-not-east-asia-company-wolves>

Discover:

<http://blogs.discovermagazine.com/d-brief/2013/11/14/dogs-first-domesticated-in-europe-dna-suggests/>

LiveScience:

<http://www.livescience.com/41221-dog-domestication-origins-in-europe.html>

Boston.com/AP story:

<http://www.boston.com/news/science/2013/11/14/where-did-dogs-first-appear-dna-points-europe/sniQ81CRlxxhWbYsJNpyIM/story.html>

New Scientist:

<http://www.newscientist.com/article/dn24581-wolves-turned-into-dogs-by-european-huntergatherers.html>

Huffington Post/AP story:

[http://www.huffingtonpost.com/2013/11/14/dog-dna-canines-europe\\_n\\_4276489.html](http://www.huffingtonpost.com/2013/11/14/dog-dna-canines-europe_n_4276489.html)

The Telegraph (Australia)/AP story:

<http://www.dailytelegraph.com.au/technology/science/dna-answers-where-dogs-came-from-science-journal-article/story-fnjwk7I9-1226760621538>

Vancouver Sun/AP story:

<http://www.vancouversun.com/news/world/Europe+origin+dogs+study+fossils+suggests/9167309/story.html>

The New Zealand Herald/AP story:

[http://www.nzherald.co.nz/world/news/article.cfm?c\\_id=2&objectid=11157672](http://www.nzherald.co.nz/world/news/article.cfm?c_id=2&objectid=11157672)

Herald Sun (Australia)/AP story:

<http://www.heraldsun.com.au/technology/science/dna-answers-where-dogs-came-from-science-journal-article/story-fnjwk7la-1226760621538>

Nature:

<http://www.nature.com/news/prehistoric-genomes-reveal-european-origins-of-dogs-1.14178>

National Science Foundation:

[http://www.nsf.gov/news/news\\_summ.jsp?cntn\\_id=129606&org=NSF&from=news](http://www.nsf.gov/news/news_summ.jsp?cntn_id=129606&org=NSF&from=news)

Fox News:

<http://www.foxnews.com/science/2013/11/15/dna-study-suggests-dogs-originated-in-europe/>

Yahoo News India/Asian News International:

<http://in.news.yahoo.com/dogs-ancestors-became-pals-between-18-000-32-032535870.html>

Georgia Public Broadcasting:

<http://www.gpb.org/news/2013/11/15/old-dogs-new-data-canines-may-have-been-domesticated-in-europe>

Philly.com/Washington Post story:

[http://www.philly.com/philly/news/nation\\_world/20131115\\_Study\\_says\\_modern-day\\_dogs\\_most\\_closely\\_related\\_to\\_European\\_canines.html](http://www.philly.com/philly/news/nation_world/20131115_Study_says_modern-day_dogs_most_closely_related_to_European_canines.html)

Atlanta Journal-Constitution:

<http://www.ajc.com/news/news/science/were-dogs-domesticated-europe-scientists-disagree/nbshn/>

Smithsonian:

<http://blogs.smithsonianmag.com/smartnews/2013/11/where-do-dogs-come-from-europe-or-china/>

The Times of India:

<http://timesofindia.indiatimes.com/home/science/Dogs-evolved-from-wolves-tagging-along-with-hunters-in-Europe/articleshow/25812975.cms>

Discovery News:

<http://news.discovery.com/animals/pets/old-dog-new-origin-first-pooches-were-european-131114.htm>

Xinhua (China):

<http://english.cntv.cn/20131115/100755.shtml>

The Australian/Agence France-Presse:

<http://www.theaustralian.com.au/news/health-science/modern-dogs-descended-from-european-wolves-study-in-science/story-e6frg8y6-1226760828225>

Japan Times/Washington Post story:

<http://www.japantimes.co.jp/news/2013/11/15/world/study-says-modern-day-dogs-closely-related-to-european-canines/>

South China Morning Post/Agence France–Presse story:

<http://www.scmp.com/news/world/article/1356965/dogs-first-domesticated-europe-not-china-researchers-finland-say>

ScienceDaily:

<http://www.sciencedaily.com/releases/2013/11/131114142134.htm>

Phys.org:

<http://phys.org/news/2013-11-dogs-europe-years.html>

EurekAlert (American Association for the Advancement of Science):

[http://www.eurekalert.org/pub\\_releases/2013-11/uoc--dlo111313.php](http://www.eurekalert.org/pub_releases/2013-11/uoc--dlo111313.php)

## **CASE STUDY #2: NEW BOOK ON THE BRAIN & OUR NEED TO CONNECT SOCIALLY**

Here is a UCLA news release by Stuart Wolpert about a new book by UCLA Psychology Professor Matthew Lieberman (“Social: Why Our Brains Are Wired to Connect”), followed by links to a sample of the news coverage his book received:

**UCLA Newsroom:**

<http://newsroom.ucla.edu/portal/ucla/we-are-hard-wired-to-be-social-248746.aspx>

**News coverage:**

The Atlantic:

<http://www.theatlantic.com/health/archive/2013/10/social-connection-makes-a-better-brain/280934/>

CNN:

<http://edition.cnn.com/2013/10/31/business/happiness-at-work-why-money/index.html> (Your essay)

Scientific American:

<http://www.scientificamerican.com/article.cfm?id=why-we-are-wired-to-connect> (Interview with you)

KPCC 89.3 FM: AirTalk with Larry Mantle:

<http://www.scpr.org/programs/airtalk/2013/10/23/34322/why-are-our-brains-wired-to-connect/> (15-minute interview with you)

NPR Science Friday:

<http://www.npr.org/2013/10/18/237100760/logging-in-to-the-brains-social-network> (24-minute interview with you)

The New York Times Book Review:

[http://www.nytimes.com/2013/11/03/books/review/social-by-matthew-d-lieberman.html?\\_r=0](http://www.nytimes.com/2013/11/03/books/review/social-by-matthew-d-lieberman.html?_r=0) (In the NYT Book Review this coming Sunday)

Discover:

<http://blogs.discovermagazine.com/crux/2013/10/11/ouch-in-the-brain-social-rejection-feels-like-physical-pain/>

Salon:

[http://www.salon.com/2013/10/05/the\\_neuroscience\\_of\\_facebook\\_it\\_makes\\_our\\_brains\\_happy/](http://www.salon.com/2013/10/05/the_neuroscience_of_facebook_it_makes_our_brains_happy/)

Forbes:

<http://www.forbes.com/sites/krisztinaholly/2013/10/04/divvying-up-founders-equity-why-neuroscience-trumps-math/>

UPI:

<http://www.upi.com/blog/2013/10/11/Basic-human-needs-food-shelterFacebook/7501381499763/>

Psychology Today:

<http://www.psychologytoday.com/collections/201310/the-social-brain/the-neuroanatomy-retweet>

EurekaAlert (American Association for the Advancement of Science):

[http://www.eurekaalert.org/pub\\_releases/2013-10/uoc--unb101013.php](http://www.eurekaalert.org/pub_releases/2013-10/uoc--unb101013.php)