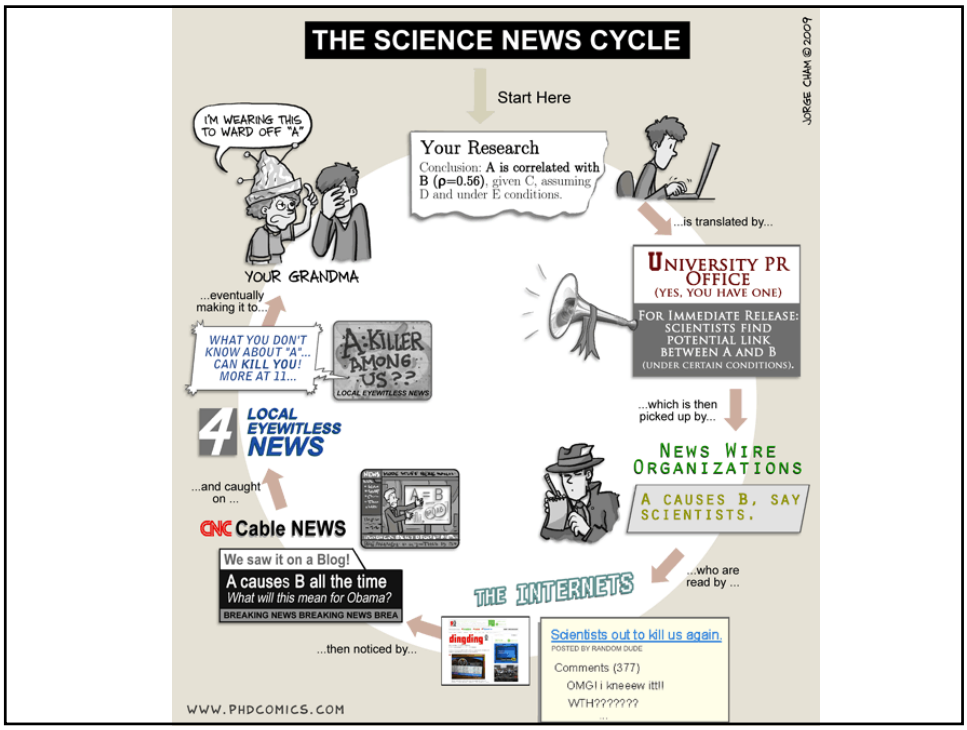

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Science Journalism

Which of these story is worth telling?

- And why?
- Current topics on Eurekalert


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How about this one?

- http://jco.ascopubs.org/cgi/content/abstract/JCO.2009.24.2495v1


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Population-Based Study of the Risk of Second Primary Contralateral Breast Cancer Associated With Carrying a Mutation in *BRCA1* or *BRCA2*

Kathleen E. Malone,* Colin B. Begg, Robert W. Haile, Ake Borg, Patrick Concannon, Lina Tellhed, Shanyan Xue, Sharon Teraoka, Leslie Bernstein, Marinela Capanu, Anne S. Reiner, Elyn R. Riedel, Duncan C. Thomas, Lene Mellemkjær, Charles F. Lynch, John D. Boice Jr, Hoda Anton-Culver, and Jonine L. Bernstein

Purpose: Women with breast cancer diagnosed early in life comprise a substantial portion of those tested for *BRCA1*/*BRCA2* mutations; however, little information is available on the subsequent risks of contralateral breast cancer in mutation carriers. This study assessed the risk of subsequent contralateral breast cancer associated with carrying a *BRCA1* or *BRCA2* mutation.

Patients and Methods: In this nested case-control study, patients with contralateral breast cancer diagnosed 1 year or more after a first primary breast cancer (n = 705) and controls with unilateral breast cancer (n = 1,398) were ascertained from an underlying population-based cohort of 52,536 women diagnosed with a first invasive breast cancer before age 55 years. Interviews and medical record reviews were used to collect risk factor and treatment histories. All women were tested for *BRCA1/BRCA2* mutations. Relative (rate ratios) and absolute (5- and 10-year cumulative) risks of developing contralateral breast cancer following a first invasive breast cancer were computed.

Results: Compared with noncarriers, *BRCA1* and *BRCA2* mutation carriers had 4.5-fold (95% CI, 2.8- to 7.1-fold) and 3.4-fold (95% CI, 2.0- to 5.8-fold) increased risks of contralateral breast cancer, respectively. The relative risk of contralateral breast cancer for *BRCA1* mutation carriers increased as age of first diagnosis decreased. Age-specific cumulative risks are provided for clinical guidance.

Conclusion: The risks of subsequent contralateral breast cancer are substantial for women who carry a *BRCA1/BRCA2* mutation. These findings have important clinical relevance regarding the assessment of *BRCA1/BRCA2* status in patients with breast cancer and the counseling and clinical management of patients found to carry a mutation.

Your turn

- Use the handout to identify the news and select the first five sentences of your story.


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Your turn

- Use the handout to identify the news and select the first five sentences of your story.
- Here's how the press release read:
  http://www.eurekalert.org/pub_releases/2010-04/fhcr-bcp040210.php
- And here's one story that ran:
  http://health.usnews.com/health-news/family-health/cancer/articles/2010/04/06/gene-mutations-up-risk-for-cancer-in-opposite-breast


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What is science journalism?

- www.nytimes.com
- http://news.yahoo.com/
- "Science" on Google News

Are press-releases "journalism"?

- www.sciencedaily.com
- www.eurekalert.org
- http://ksj.mit.edu/tracker/2014/02/cjr-washington-post-running-good-press-r

(*inter alia*)


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What is science journalism?

- News about new discoveries, findings, events
- Background on the news
- Features about ongoing issues
- "How-to," practical stories
- Human interest stories


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Basic news (practice → theory)

Who?	Prominence
What?	Conflict, human interest
Where?	Proximity
When?	Timeliness
Why?	Significance, impact, importance
How?	


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Basic news definition (theory)

- Timeliness
- Importance/impact/significance
- Proximity
  - Physical
  - Psychological
- Prominence (celebrity)
- Conflict


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Now, can you do it with your work?

- Take the text you prepared in advance
- Write the lede for
  - *Cornell Daily Sun*
  - *New York Times*
  - Yahoo! News


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Is this science journalism?

- Talk show example


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Journalism 101 (and +, ++): Quick guide for science writers

Bruce V. Lewenstein
Professor of Science Communication
Cornell University
Ithaca, NY 14853 USA

"Do I need to remind you that I have a huge Internet following?"

The writing process

- Identify the audience
- Identify the news
- Gather information
- Organize information
- Write the story
- Revise

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Basic ledes

- Basic 5W&H/pyramid/summary
- Multiple Element
- Story-telling
  - Narrative
  - Scene-setting
  - Anecdote


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Unusual ledes

- Contrast
- Direct Address
- Quote
- Punch
- None of the above
  - Implications
  - Cutesy
  - Other


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Bad ledes

- Buried lede

Let's write some ledes

- Go to EurekAlert!
- Let's pick some ledes to write and share

Basic types of stories

- News
- News feature
- Color
- Profile
- Human interest
- Seasonal
- How-to-do-it
- Information/education
- Backgrounders


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Journalism 101+: Features

- Have a **theme**
- Think about **structure**
- Deep **information**
- Writing **style**


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Theme

- More than “topic”
- Point of view
- Argument
- Goal


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Structure

- Engaging lede
- Clear theme (“nut” graph)
- Story chunks
- Conclusion


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Depth of information

- Plan search (hunt for theme)
- Documents
- Interviews
- Observations


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Interviewing

- Open-ended vs. close-ended questions
- Funnel vs. inverted funnel interviews
- Build rapport vs. hit-'em-hard


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Writing

- Word choice
- Rhythm
- Transitions
- Detail/show-don't-tell


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Journalism 101+ +: Quotations

- Why use quotations?
  - Authority/credibility
  - Perspective
  - Color


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When using quotes. . .

- Accuracy!
  - Get the words right
  - Get the person right
- Have something to say
- Mechanics
  - Place attribution at *end* of sentence or quote
  - Use "said"
  - Punctuate properly

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