Part 2: Understanding “Journalists”
Questions we’ll answer…

- Who is the person called a ‘journalist’?
- What is meant by the ‘journalistic imperative’?
- What do scientists need to know about journalists?
- How does a science journalist differ from a science communicator?
The so-called journalistic imperative......

- Objectivity?
- Truth-telling?
- Giving voice to those who have none?
Journalists versus communicators…

The science journalist…
- Focus on finding stories
- Writing stories
- Focus on objectivity
- Focus on honesty

The science communicator…
- Focus on providing stories
- Writing stories
- Focus on advocacy
- Focus on honesty
The roles of the journalist

- Reporters
- Sub-Editors
- Photojournalists
- The Editor
- Columnists
What do scientists need to know about journalists?

- Unless they are specialized in the area, most journalists know very little about science, health science & technology (or statistics).
- Journalists believe strongly in the ‘public’s right to know.’
- Ethical journalists adhere to the ‘embargo’ placed on newly published scientific and medical research.
- Journalists adhere tightly to deadlines.
- Journalists can be a science organization’s beset friend or worst nightmare: it all depends on the relationship.
What is a “citizen journalist”?

Cell Journalism Web Sites:
• Cell Journalist
• NACJ