

## Green Science Policy Institute Media Strategy

We have developed an innovative press strategy to increase the media coverage and impact of our peer-reviewed papers and those of colleagues who request our assistance for papers that align with our objectives.

Altmetric, a media monitoring service, reported:

- Papers we have helped publicize have scored in the **top 5% of all research output**.
- Our joint papers on PFAS in drinking water and PFAS in fast-food packaging received the **2nd and 3rd highest scores of any papers published** in *Environmental Science and Technology Letters*.

Study	Journal	Year	Downloads*	Altmetric Score*
<a href="#">Scientific basis for PFAS as a class</a>	<i>ES&amp;T Letters</i>	2020	10,524	253
<a href="#">Organophosphate ester flame retardants: regrettable substitutes?</a>	<i>ES&amp;T Letters</i>	2019	3,605	120
<a href="#">Scientists' letter on PFAS in drinking water</a>	<i>Env. Health</i>	2017	6,289	444
<a href="#">Florence Statement on antimicrobials</a>	<i>EHP</i>	2017	3,988	451
<a href="#">Highly fluorinated chemicals in fast food</a>	<i>ES&amp;T Letters</i>	2017	27,471	1,156
<a href="#">Highly fluorinated chemicals in U.S. drinking water</a>	<i>ES&amp;T Letters</i>	2016	47,217	1,556
<a href="#">Flame retardants in baby products</a>	<i>ES&amp;T</i>	2011	24,349	65

#3 in impact

#2 in impact

\* As of Jul. 30, 2020

## Our Communications Plan of Action

For papers co-authored by our team and colleagues, we:

- Suggest research topics that support policy in the public interest
- Select a release date, 2-4 weeks in the future, for the paper to go on line after it is accepted
- Compose a press release in accessible language with a “hook” to attract interest .
- Query journalists and share the release with those who respond.
- Educate journalists’ about the science and establish long-term relationships.