

# Communications

**Communications**

- Press Clippings
- CNIO Media Impact
- 2022 Social Network Data
- Social Events

176  
178  
181  
182  
183

# COMMUNICATIONS

**MÓNICA G. SALOMONE** (since July)  
Director of Communications

Susana Pérez de Pablos  
Nuria Noriega (until March)  
Head of Communications

Science Communication  
and Social Media  
Rebeca Santamaría  
(until September)



The post-pandemic global communication scenario is different from that prior to 2020. Traditional media are increasingly competing with social media content generators, and audiences have become accustomed to relentless information consumption. In this context, research institutions have the responsibility to nurture social demand with quality information. For the CNIO, which for years has emphasised the need to bring knowledge to society, the new situation is an opportunity to further expand outreach actions in the field of cancer research.

This is why the CNIO's Communication Department had 2 key goals in 2022. The first and immediate one was to keep bringing the outcomes of CNIO researchers to the public, in the clearest and most attractive way. But the CNIO also began in 2022 to broaden its informative offer with more general-public oriented content, specifically on how research to prevent, diagnose and treat cancer is being carried out.

Several of the products generated by the CNIO Communications Department in 2022 fall into this line, such as the interviews with Elisabete Weiderpass, director of the International Agency for Research on Cancer (IARC), who offered high quality information on cancer prevention; and with David Nogués-Bravo, macroecologist, on the impact of the global environmental crisis. Both interviews were covered by national and regional media.

Another novelty that multiplied CNIO's visibility among the non-specialised public has been a collaboration with *Radio Nacional de España*. Twice a month Maria A. Blasco participates in the prime-time programme *Las Mañanas*, with a commentary on the latest issues in culture and science.

All the aforementioned actions build on the CNIO's prestige, which has grown thanks to the dissemination of the excellent work of its research community. In 2022, some of the scientific publications that attracted most interest in the media were the study of a patient who has survived multiple tumours (C. Villarroya-Beltri, M. Malumbres, *Science Advances*); the identification of a mechanism that causes cirrhosis (A. Garrido, N. Djouder, *Journal of Hepatology*); and a stool analysis to detect pancreatic cancer (N. Malats, *Gut*).

The 2 international CNIO-CaixaResearch Frontiers Meetings dealt with topics of great public interest, such as aging and the relationship between cancer and diet, and they were indeed well received by the media.

The campaign launched by the CNIO on the occasion of World Cancer Day, *La lotería que más te toca*, was another milestone in 2022, as was the open event held at CaixaForum (Madrid) to celebrate World Cancer Research Day. During the latter,

**“CNIO's prestige has grown thanks to the dissemination of the excellent work of its research community.”**

oncologists Luis-Paz Ares and Antonio Pérez explained to a non-specialised audience why cancer immunotherapy has become such a hot topic.

The 5th edition of CNIO Arte, carried out with the *Banco Santander* Foundation, is an excellent opportunity to reach media outlets other than those devoted to health and science. The key players in the 2022 edition were the artist Susana Solano and the epidemiologist Pedro Alonso. Audiovisual media, such as *RTVE*, echoed Solano's trip to Mozambique in search of inspiration from Alonso's work.

The IV Philosophy and Science Congress, organised with the *Banco Sabadell* Foundation, also contributed to the CNIO's presence in media areas beyond science. Two national media devoted space in their printed edition to the congress.

The CNIO can also be a reference for the values that help to build a better society. CNIO's deep commitment to equality and diversity is well known in the media, which not only report on the events of the CNIO Women in Science and Diversity Office, but also regularly seek out CNIO speakers to assess the situation of women in science and how to improve it.

On the whole, CNIO's media presence throughout 2022 has been high both in quality and quantity. The advertising value of these impacts, expressed in economic terms, exceeds €30 million. The influence on social media has also substantially increased – the number of followers on Instagram has doubled, and CNIO's Twitter account has 3,000 followers more than in 2021. In short, the CNIO's reputation in the media is that of a centre of scientific, cultural, and social excellence. ■



## PRESS CLIPPINGS



- 1 *El País*, front page, November 3, 2022
- 2 *El País* front page, November 25, 2022
- 3 *El País*, March 3, 2022
- 4 *El Mundo*, November 26, 2022
- 5 *El Mundo*, March 9, 2022
- 6 *ABC*, November 3, 2022
- 7 *La Voz de Galicia*, November 3, 2022
- 8 *Al Jazeera*, December 3, 2022
- 9 *EFE* news agency, June 15, 2022

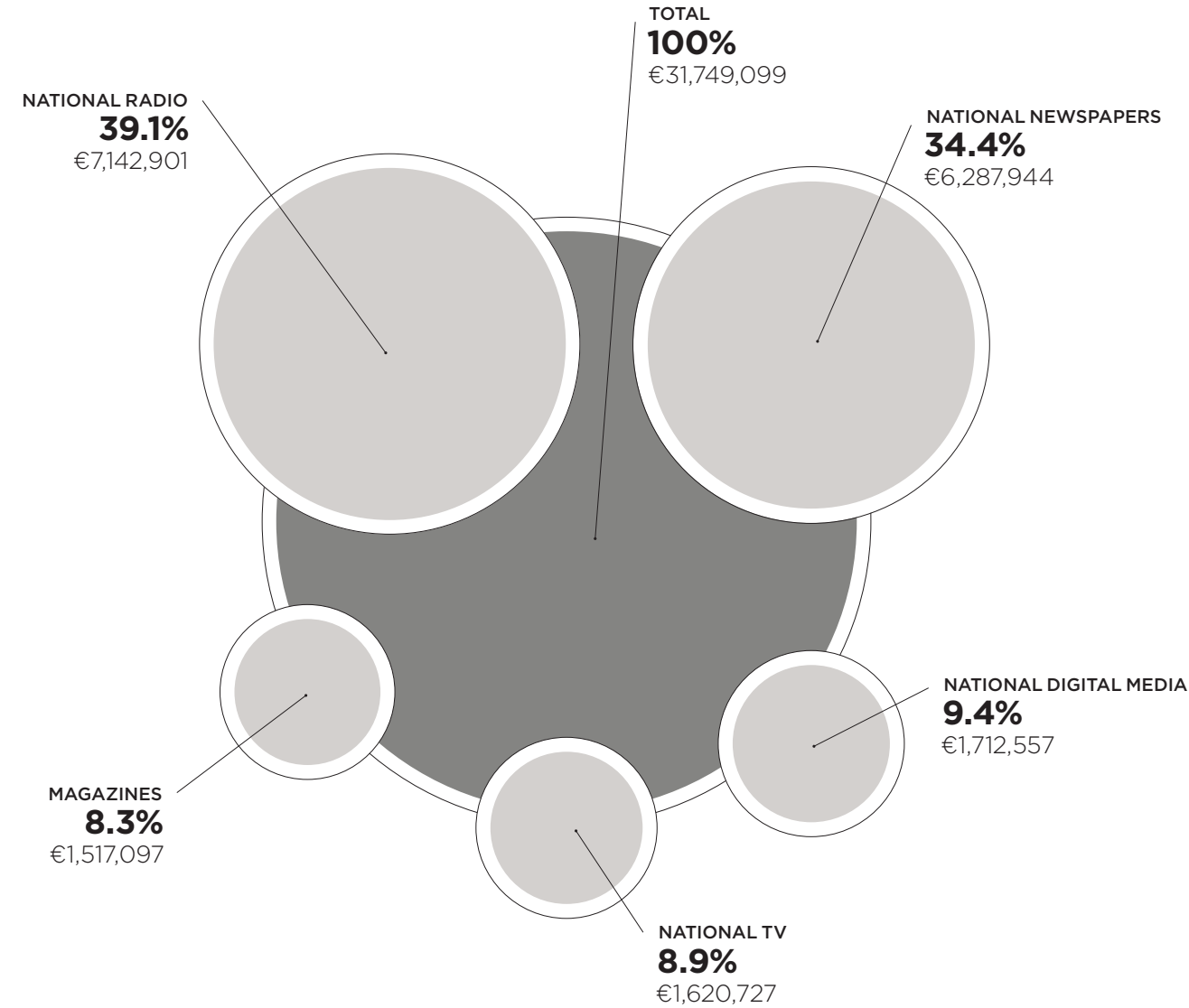
- 10 *Gaceta Médica*, January 24, 2022
- 11 *El Correo Gallego*, February 3, 2022
- 12 *Diario Menorca*, April 4, 2022
- 13 *TVE 24h*, February 3, 2022
- 14 *TVE, Telediario 2*, January 27, 2022
- 15 *Antena 3, Espejo Público*, February 3, 2022
- 16 *TeleMadrid, Cámara Real*, February 2, 2022
- 17 *Ideal de Granada*, February 4, 2022
- 18 248 media outlets from all over the world covered C. Villarroja-Beltri, et al. *Sci. Adv.* 2022





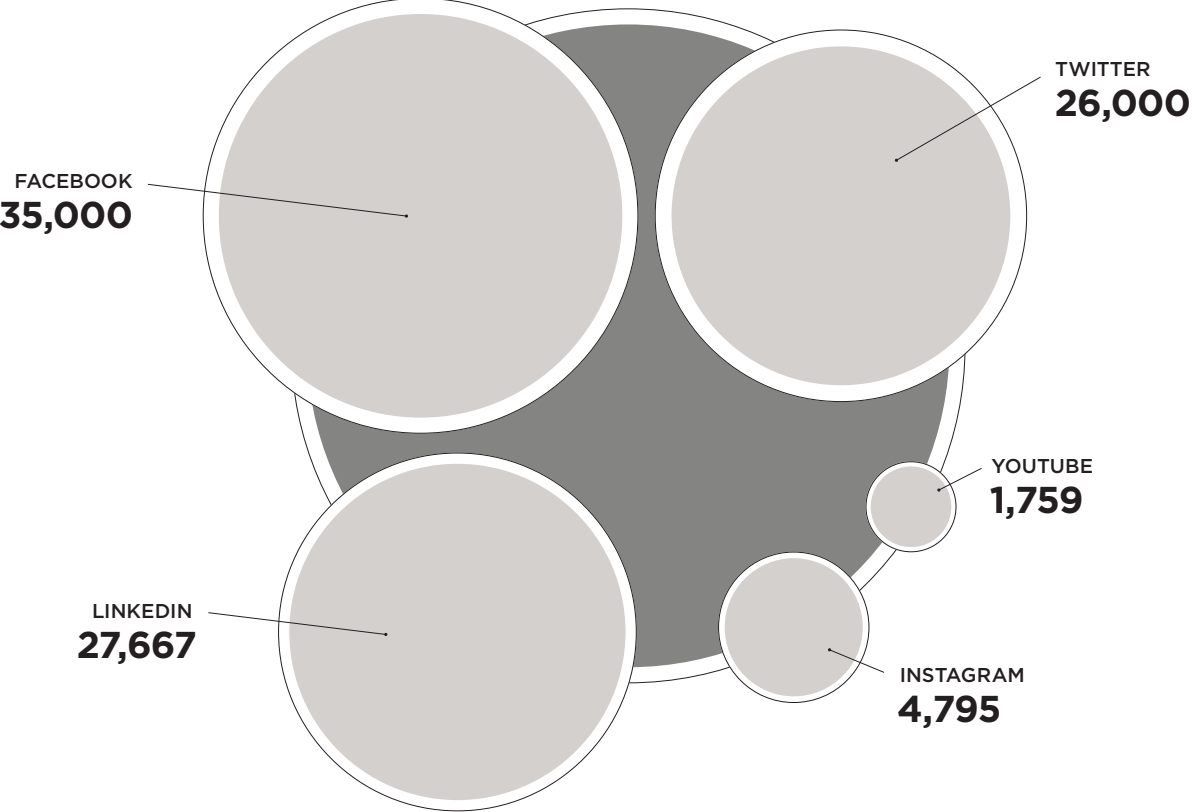
19 *Diario Médico*, October 30, 2022  
20 *Canarias 7*, February 11, 2022  
21 *TeleMadrid, Informativos Noche*, January 31, 2022  
22 *La Vanguardia*, March 9, 2022  
23 *Muy Interesante*, December 22, 2022  
24 *La Vanguardia*, February 13, 2022  
25 *La Vanguardia*, January 30, 2022  
26 *Levante EMV*, May 7, 2022  
27 *Granada Hoy*, December 30, 2022

CNIO MEDIA IMPACT





2022 SOCIAL NETWORK DATA  
FOLLOWERS



LINKEDIN

IMPRESSIONS	980,044
INTERACTIONS	12,575
LINK CLICKS	87,168

FACEBOOK

POST IMPRESSIONS	396,000
REACH	82,428
NEW LIKES	234

INSTAGRAM

REACH	97,327
VISITS TO PROFILE	18,646
NEW FOLLOWERS	683

TWITTER CNIO

IMPRESSIONS	2,200,000
RETWEETS	3,900
LIKES	14,000
MENTIONS	5,000
INTERACTION RATE	3.33%

YOUTUBE

UPLOADED VIDEOS (TOTAL)	206
UPLOADED VIDEOS 2022	50
VIEWS IN 2022	27,542
WATCH TIME (HOURS)	2.8K
AVERAGE VIEW DURATION	6:00

SOCIAL EVENTS

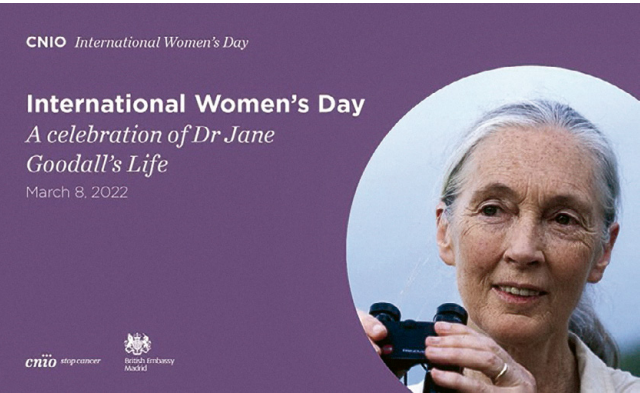


**CNIO establishes “lottery” retail store to raise awareness of the importance of cancer research** In various information points across the city of Madrid, the CNIO’s World Cancer Day campaign delivered shocking messages like “It may affect your life”; “In 2021, there were 276,239 ‘winners’”; or “One out of 3 people are bound to ‘win’” to catch the attention of passers-by and publicise the work done by the CNIO to reduce these numbers. In an effort to raise awareness of the need for research funds, CNIO established its own lottery retailer to manage this most unfortunate lottery, making this campaign a performance. As summarised by Maria A. Blasco: “Cancer really is like a lottery. Only research can protect us from it”. *February 3, 2022.*



**International Women’s Day, a tribute to the career of Dr Jane Goodall** On March 8, 2022, International Women’s Day, CNIO held a tribute to the career of Dr Jane Goodall. In addition to the projection of a video that Dr Goodall sent for the occasion, there was a round table moderated by the journalist Lula Gómez and involving Dr Rebeca Atencia (Director of the Jane Goodall Institute

in the Republic of Congo), Federico Bogdanowicz (Director of the Jane Goodall Institute in Spain and Senegal) and Dr. Maria A. Blasco (Director of the CNIO). The act was closed by the British Ambassador Hugh Elliot. This event was organised by the CNIO WISE Diversity Office and the British Embassy in Spain. *March 8, 2022.*

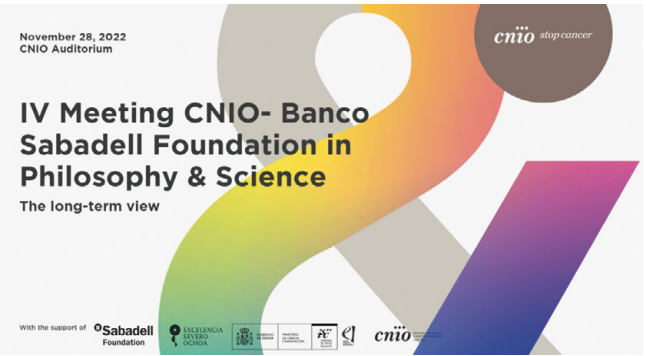






**More than 250 people conduct experiments at CNIO's "Festival of Science" held during European Researchers' Night 2022** During our 12th European Researchers' Night (a European Union initiative to publicise the importance of scientific knowledge, held simultaneously in 350 European cities), once again in person after 2 years online, the participants performed DNA extraction, looked at tumour cells under a microscope, and visualised how the three-dimensional structure of proteins is decoded.

This event in Madrid is promoted by the Science, Universities and Innovation Department of the Regional Government of Madrid, and is coordinated by the *Fundación para el Conocimiento madri+d*. The project is funded by the European Union under the Horizon 2020 Research and Innovation Programme – Marie Skłodowska-Curie Actions. At CNIO, the event is part of the Centre's outreach strategy through the Dean's Office, along with the CNIO Training Programme. *September 30, 2022.*



**IV CNIO-Banco Sabadell Foundation Workshop on Philosophy & Science: The Long-term View** Philosophy creates the critical thinking that is necessary for science and created the scientific method. Today philosophy reflects on the discoveries made by scientists, and science needs to be thought of from a philosophical perspective. Scientists and philosophers need to meet and get to know each other, think together and share ideas, said the speaker explaining the reasons for these meetings.

The fourth such event was entitled "The Long-term View". Since the mid-1980s, we have entered an ecological and social crisis that is now undeniable. We are torn between a very worrying present and the uncertainty of how what we do now will affect the future of the planet and humanity. Science itself may be changing now in the wake of artificial intelligence and big data. Long-termism is a philosophical view concerned with the task of developing ethical thinking that takes into account the beings of the future. *November 28, 2022.*



**World Cancer Research Day Event at CaixaForum Madrid** CNIO celebrated World Cancer Research Day by holding a seminar entitled "Immunotherapy: Achievements and Challenges in the Latest Breakthrough in the Fight Against Cancer." Oncologists Luis Paz-

Ares and Antonio Pérez-Martínez, along with CNIO Director Maria A. Blasco, other researchers and CNIO Friends, attended the event. The event was organised by the CNIO at CaixaForum (Madrid), with the support of "la Caixa" Foundation. *September 24, 2022.*