



Flying-foxes and Microbats: A Communication Guide for Researchers and Associated Media Teams

Table of Contents

Purpose	2
Context.....	2
When to use this guide?	2
For Researchers: Steps for effective communication of research findings	2
1. Pre-publication planning	2
2. Writing the media release or other communication	3
Bat Descriptors and Adjectives.....	3
Communication Checklist	3
Checklist Examples.....	4
Contacts for Technical Review.....	4
3. Target audiences and communication channels	5
4. Monitoring, responding and maintaining open dialogue	5
5. Reflection and review	5
Useful Talking Points.....	6
Useful Resources.....	8
References.....	9
Appendix 1: Media framing	11

Purpose

This guide aims to assist researchers at universities and other research institutions, media teams, and other science communicators to prepare media releases and other public communication on research relating to Australian bats.

Context

Universities and research institutions regularly communicate important findings. Where the work relates to disease risks associated with bats in Australia, the way in which this information is communicated should be carefully considered, as media content that is sensationalised or has inaccurate messaging can contribute to negative public perceptions of bats. This can lead to persecution of bats and even pose a threat to conservation (Macfarlane & Rocha 2020; Welbergen & Armstrong 2017).

Balanced communication ensures research findings are paired with information highlighting the importance of bats in the Australian ecosystem and avoids language that stigmatises bats. Effective communication of research can also showcase the value of the work to society (Tabbaa 2010).

This guide outlines key steps for balanced communication of scientific research, a checklist of communication dos and don'ts, words and phrases to avoid or focus on, and example statements for communication about research on Australia's bats.

When to use this guide?

This guide is designed to be used when responding to media enquiries or preparing media releases or public materials on research about Australian bats, particularly relating to diseases or other situations where there is human-bat interaction. Examples include:

- Research about public health or zoonotic diseases relevant to bats
- Any research where bat-human interactions are explored e.g. bat movements and migrations, bats in urban areas, human attitudes towards bats.

For Researchers: Steps for effective communication of research findings

- 1. Pre-publication planning**
- 2. Writing the media release or other communication**
- 3. Communicate to a variety of audiences**
- 4. Monitoring, responding and maintaining open dialogue**
- 5. Reflection and review**

1. Pre-publication planning

Planning how to communicate research findings before they are publicly available allows researchers to develop a communication strategy without the pressure of real-time queries from the media. Planning can ensure the research is presented in a way that limits the possibility of misrepresentation of the findings.

A communication strategy can include:

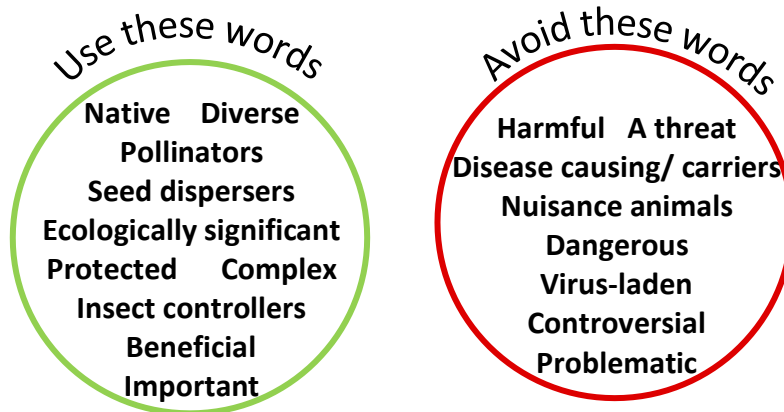
- Engaging with your institution's media team to
 - Discuss your goals, target audience, key findings/ messages to communicate and what communication channels you will utilise.
 - Consider media framing (Appendix 1) and how to avoid undesirable framings.
- Identify research findings that may be particularly vulnerable to sensationalism noting across all forms of media there is a tendency to focus on the rare or dramatic.

- This is significant especially for zoonotic diseases as the public may view the research as having direct relevance to their own health (Tabbaa 2010).
- o Develop key talking points, answers to predicted questions and a process for managing media enquiries with the aid of the media team.
- o Identify how you can measure the success of your communication strategy.
- o Inform stakeholders that may be impacted by the research findings or may be asked to provide comment about the research by the media e.g. relevant government departments, Australasian Bat Society, wildlife rehabilitators, other bat experts.

2. Writing the media release or other communication

Write the media release or other communication considering phrasing and language as per below advice.

Bat Descriptors and Adjectives



Communication Checklist

This checklist can be used to encourage balanced communication about bats.

Don't...

- o Make broad statements that are not supported by the specific research findings.
- o Use fear inducing photos of bats, such as with bared teeth.
- o Use fear inducing or emotional language particularly when discussing disease risks.
- o Use “us versus them” language.
- o Reinforce misconceptions about bats.
- o Describe research findings with overtly negative (shocking/ concerning) or overtly positive (miraculous/ revolutionary) language.
- o Use excessive scientific jargon*

Do...

- o Ensure all statements are supported by and relevant to the research findings.
- o Be honest about study limitations and how that impacts interpretation of the results.
- o Specify the species of bat (using the common name) that the research pertains to.
- o Ensure any photos of people handling bats show correct use of [personal protective equipment](#) (e.g. gloves) and include a disclaimer that only trained and vaccinated people should handle bats.
- o Include advice on how members of the public can report sick, injured, or orphaned bats for management by trained and vaccinated people.
- o Emphasise the ecological and economic benefit and importance of bats.
- o Seek technical review (see below).

*Communicating scientific information – tips for researchers to avoid scientific jargon

- Excessive scientific jargon should be avoided; however, when used appropriately and properly defined jargon can help to effectively educate audiences (Borowiec 2023).
- Definitions of words should be provided to avoid misinterpretation, and particular care should be taken with:
 - Words that have unstable definitions or different definitions across fields e.g. “endemic” means different things in ecology versus epidemiology (Shapiro et al. 2021).
 - The words “new” or “novel” when describing a disease as these can be interpreted as meaning either a newly evolved disease (recently mutated) or a newly discovered disease (undergoing its pioneering study). For example, if referring to alternative strains of a known disease use “newly identified variant” to ensure this distinction (Shapiro et al. 2021).

Checklist Examples

The below examples are **fictional**

- X** *“Headline: The next pandemic could come from bats”.*
 - Sensationalist, fear-inducing language.
- ✓** *“Headline: Protecting bat habitat could help prevent the next pandemic”*
 - Provides explanation
- X** *“New research will have us re-thinking the prevalence of Australian bat lyssavirus in Australia”.*
 - Unclear what the research found therefore leaving statement open to interpretation, unclear if the Australian bat lyssavirus (ABLV) prevalence is relating to bats.
- ✓** *“New research shows the prevalence of ABLV in Australian flying-foxes may be lower than previously thought.*
 - Explains what the research found and specifies the animal the research is relevant to.
- X** *“A new virus, similar to Covid-19, has been found in bats in concerning new research.*
 - Fear inducing language that connects a human health issue to new research without any context for what the research actually found.
- ✓** *A newly identified strain of coronavirus has been found in a species of microbat. The finding does not pose an increased human health risk and health advice relating to bats remains the same [link to health advice]*
 - Describes the research findings using neutral language, predicts that people may be curious about the human health impacts of the research and therefore provides health advice and a link to relevant resources.

Contacts for Technical Review

Possible contacts who can review communications before release:

- Wildlife Health Australia Coordinators and Environment Representatives, based in the relevant state/territory agency for agriculture and environment respectively ([link to contact details](#)).
- Wildlife Health Australia ([link to contact details](#))
- Local wildlife rescue and rehabilitation groups
- Bat researchers/ecologists (e.g. at Universities and other research institutes)
- Australasian Bat Society ([link to contact details](#))
- State or Territory public health agencies

3. Target audiences and communication channels

After an initial media release, researchers can consider further communication to different audiences and through a variety of channels. While the principles of balanced communication remain the same regardless of the audience, when presenting information it's essential to understand your audience, including their background, expertise, and interests to shape an engaging and relevant approach. Consider which groups or industries the research is most relevant to and target communications at those groups.

Relevant audiences for bat research could include:

- Wildlife rehabilitators
- Veterinarians
- Ecologists/ environmentalists
- Australasian Bat Society
- Australian Speleological Federation
- Local councils
- Public health agencies
- Communities living near bat colonies

Communication channels could include:

- In person presentations/ talks
- Industry specific newsletters
- Social media including industry specific social media pages or groups
- Online media (website articles)
- Podcasts, webinars and other interviews

Examples:

Research is relevant to a cave-dwelling species of bat

- > Communicate findings to the Australian Speleological Federation.

Research is relevant to urban flying-fox management strategies

- > Communicate findings to local council biodiversity or wildlife management teams in the relevant region.

Research has implications for standard rehabilitation practices in bat rehabilitation

- > Communicate findings to bat rehabilitation groups.

4. Monitoring, responding and maintaining open dialogue

By monitoring how research is reported opportunities for tailored communications to address popular questions or queries can be identified. Social media is an excellent tool to communicate research findings and has the advantage of being able to maintain open dialogue with the audience.

Address inaccurate reporting: Monitoring will help identify any issues with communication of the research. Researchers should proactively address any findings that are being inaccurately reported, misrepresented or if the significance of the study has been distorted (Tabbaa 2010). Consult your institution's media team on the best way to do this.

5. Reflection and review

Communication of research can be an ongoing process however, after the initial media engagement is completed, a review of the communication strategy for future improvement can be undertaken.

Consider:

- Was the key messaging communicated effectively?
- Were relevant stakeholders appropriately informed?
- What were the most common questions or discussion topics related to the research? Use this to inform future communication strategies.
- Stay aware (e.g. through news alerts) of your field of research and how it's being reported in the media for future reference (what often gains media attention?).
- Develop relationships with media agencies and consider collaborating with scientists in similar fields to create uniformity of messaging (Nanni et al. 2022).

Useful Talking Points

Ecosystem Benefits

- Australia is home to 82 species of bat including flying-foxes and insectivorous bats (microbats).
- Due to their ability to fly long distances, flying-foxes provide long-distance pollination and seed dispersal for Australia's native forests. This contributes to plant genetic diversity, creating strong and adaptable forests (Bradford et al. 2022). Flying-foxes have been referred to as "gardeners of the night" due to their pollinating abilities.
- Compared to birds who typically leave their droppings while sitting in trees, flying-foxes disperse seeds via their droppings in flight. This means they play an important role in forest regeneration as seeds can be dispersed to tree-less areas as they fly between fragmented habitats (Moran et al. 2009).
- The seed dispersal capabilities of the spectacled flying-fox make it a key species in the maintenance and long-term stability of the Wet Tropics World Heritage Area in Queensland (Westcott et al. 2001).
- Due to the huge variety of insects in the diet of microbats, they are important for insect pest reduction in urban, rural and forested areas. This also creates economic benefits (see below).

Human/bat Interactions

- Urbanised or human-modified environments can provide stable food sources for bats (Meade et al. 2021) as their natural habitats are increasingly destroyed or disrupted by human activity (Eby et al. 2023). These areas can become important foraging resources, which brings bats in closer proximity with humans and potentially increases the likelihood of human/wildlife conflict (Yabsley et al. 2021).
- Microbat roosting locations vary depending on the species and can include caves, tree hollows or forest canopies. As their natural habitat declines or becomes compromised, microbats may seek alternative roosting sites including artificial structures such as culverts or tunnels (Gorecki et al. 2021). Disturbing roosts should be avoided.
- Microbats are sometimes also found in roof or walls of buildings, including in people's homes. Occasionally, bats enter the inside of houses. Anyone concerned about microbats living in their property should contact their local wildlife rescue service for advice and remember to not attempt to handle bats themselves.
- Education is key to placing the risks associated with disease into perspective with the vital role that bats play in our ecosystem and our economy.
- A common misconception is that bats "swoop" people. Unlike birds, flying-foxes must drop and turn prior to take-off, which can be mistaken for swooping when people are nearby.
- In the event of a bat bite, scratch or other significant contact IMMEDIATELY wash wounds thoroughly with soap and copious water for 15 minutes, apply a virucidal antiseptic such as an iodine-based antiseptic and allow antiseptic to dry. Bat saliva in the eyes or mouth should be rinsed out immediately and thoroughly with water. In the event of any exposure, regardless of any previous vaccination, seek medical attention URGENTLY. For more information contact your local Public Health agency for advice.

Australian bat lyssavirus (ABLV)

- ABLV is closely related to, but distinct from rabies virus.
- ABLV can infect people and other mammals with a fatal outcome. Other than bats, ABLV infection has led to the deaths of four people and two horses in Australia.

- Whilst both flying-foxes and some insectivorous bats can carry ABLV, infection in the healthy wild population is rare – less than 1% of the bat population. ABLV infection is more common in sick, injured and orphaned bats. (See WHA’s [Bat Stats](#) publications for more information)
- Humans cannot be infected with ABLV via bat urine, faeces or partially eaten fruit.
- ABLV is carried in the saliva of an infected bat, meaning a bite or scratch from an infected bat is the most likely pathway for transmission to occur. There is no infection risk if you follow the advice “don’t touch bats”. If you find an injured or sick bat, contact a wildlife rehabilitation organisation or your local veterinarian.
- A person will not be exposed to ABLV by working or living nearby a bat colony alone, transmission requires direct contact or exposure.

Hendra virus

- Hendra virus has been recorded in flying-foxes, horses and humans but there is no evidence of direct Hendra virus transmission from bats to humans. Unvaccinated, infected horses are the only known source of Hendra virus risk to humans.
- Hendra virus has not been recorded in microbats.
- There is comprehensive information available to horse owners to manage Hendra virus risk, e.g. [Queensland Government](#).

COVID-19

- Coronaviruses are the cause of several recently emerged diseases including COVID-19 (SARS-CoV-2) and can infect a wide range of bird and mammal species.
- Bats are considered likely to be the ancestral reservoir host of severe acute respiratory syndrome (SARS-CoV and SARS-CoV-2) but there has been **no** detection to date of these viruses in Australian bats or other Australian wildlife.

Economic Benefits

- Insectivorous bats (microbats) are highly valuable to the agriculture industry as they consume pest insects.
- Farmers have been able to reduce their carbon footprint and economic costs by utilising microbats as a natural pest control agent to lower insecticide use (Smith & Watson 2018).
- A 2021 study estimated that insectivorous bats add \$63.3 million annual value to the Australian cotton industry through their consumption of the pest moth species *Helicoverpa armigera* (Kolkert et al. 2021).
- Flying-foxes also contribute economic benefits. A 2026 study found that the quantified value of flying-foxes in Australia to the eucalypt timber industry through pollination and seed dispersal was in the range of \$271 - \$955 million annually (González et al. 2026).

Bats and One Health

- One Health is the concept that the health of animals, humans and the environment are all interconnected and rely on each other.
- Bats are a great example of the interconnectedness of One Health as they play an important role in supporting ecosystems (pollination), they also help the agriculture industry and support disease vector control through the consumption of insects (Hughes et al. 2022).
- Research has found that pulses of winter flowering trees in remnant forests appear to prevent Hendra virus spillover. Ecological measures such as habitat restoration and protection could therefore prevent Hendra virus spillover in the future (Eby et al. 2023).
- This shows us how a healthy environment leads to healthy bats which in turn protects human health – a One Health example.

Useful Resources

WHA resources:

- State and Territory Bat Lyssavirus Resources - https://wildlifehealthaustralia.com.au/Portals/0/ResourceCentre/BatHealth/All_States_ABLV_Resources.pdf
- Australian bat lyssavirus Factsheet - https://wildlifehealthaustralia.com.au/Portals/0/ResourceCentre/FactSheets/Mammals/Australian_Bat_Lyssavirus.pdf
- Hendra virus Factsheet - https://wildlifehealthaustralia.com.au/Portals/0/ResourceCentre/FactSheets/Mammals/Hendra_virus_and_Australian_Wildlife.pdf
- COVID-19 (SARS-CoV-2 virus) Factsheet – <https://wildlifehealthaustralia.com.au/Portals/0/ResourceCentre/FactSheets/PublicHealth/COVID-2019.pdf>
- Bat Stats - <https://wildlifehealthaustralia.com.au/Resource-Centre/Bat-Health#Australian%20Bat%20Lyssavirus>

ABS Resources:

- Australasian Bat Society - <https://www.ausbats.org.au/>
- ABS Bat Fact Sheets - <https://www.ausbats.org.au/bat-fact-sheets.html>

Other resources:

- Lentini et al. 2020: *No, Aussie bats won't give you COVID-19. We rely on them more than you think* - <https://theconversation.com/no-aussie-bats-wont-give-you-covid-19-we-rely-on-them-more-than-you-think-137168>
- Mo et al. 2024: "Normalising" flying-foxes: a bold vision for improving the public perceptions of our largest and most conspicuous bats - <https://doi.org/10.7882/AZ.2024.001>
- Welbergen & Armstrong 2017: *Why we shouldn't be so quick to demonise bats* - <https://theconversation.com/why-we-shouldnt-be-so-quick-to-demonise-bats-87693>
- White-nose Syndrome Communications and Outreach Group 2023: Tips for taking and selecting bat photographs for communications and outreach. https://s3.us-west-2.amazonaws.com/prod-is-cms-assets/wns/prod/f51f3990-743f-11ee-9008-8dbb177a1768-WNS%20_photo%20guidelines_Sept%202023.pdf

Further communication resources:

- Macfarlane D & Rocha R 2020: *Guidelines for communicating about bats to prevent persecution in the time of COVID-19* - <https://doi.org/10.1016/j.biocon.2020.108650>
- Shapiro JT, Viquez-R L, Leopardi S, Vicente-Santos A, Mendenhall IH, Frick WF... Kingston T 2021: *Setting the Terms for Zoonotic Diseases: Effective Communication for Research, Conservation, and Public Policy* - <https://doi.org/10.3390/v13071356>

References

- Bradford M, Venz M, Bell K, Hogan L, Smith GC, Eby P, ... Westcott D (2022) The diet of a specialist nectarivore in Australia: The little red flying-fox (*Pteropus scapulatus*, *Pteropodidae*). *Austral Ecology*, **47**(3): 619-628.
- Dunkel, A (2015). Writing headlines for health research: Tips and strategies for journalists. *Journalist's Resource*. <https://journalistsresource.org/health/writing-headlines-health-research/>
- Eby P, Peel AJ, Hoegh A, Madden W, Giles JR, Hudson PJ & Plowright RK (2023) Pathogen spillover driven by rapid changes in bat ecology. *Nature*, **613**: 340-344.
- González AO, Possingham H, Biggs D, Anderson N & Braczkowski AR (2026) The Bat Ripple case study shows ecological and economic contributions of grey headed flying foxes in Australia. *Sci Rep*, **16**: 8976
- Gorecki V, Maggini R, Tarlinton B, Hauzwell C & Parsons S (2021) The use of culverts in road networks as roost sites to maintain landscape connectivity for a trawling bat: a case study of the large-footed myotis (*Myotis macropus*) in Australia. In *Infrastructure and Ecology Network Europe International Conference*. Online, 12/1/2012-14/1/2021.
- Hughes MJ, Braun de Torrez EC, Buckner EA, & Ober HK (2022). Consumption of endemic arbovirus mosquito vectors by bats in the southeastern United States. *Journal of Vector Ecology* : *Journal of the Society for Vector Ecology*, **47**(2), 153–165
- Jemison M (2017) Communication considerations for one health: the influence of media framing on representations of a human-bat disease conflict in the Australian print media. *Australian Zoologist* **38**(4): 505-517.
- Kolkert H, Smith R, Rader R and Reid N (2021) Insectivorous bats provide significant economic value to the Australian cotton industry. *Ecosystem Services*, **49**: 101280.
- Lentini P, Peel A, Field H & Welbergen JA (2020) No, Aussie bats won't give you COVID-19. We rely on them more than you think. *The Conversation*. Available at: <https://theconversation.com/no-aussie-bats-wont-give-you-covid-19-we-rely-on-them-more-than-you-think-137168> (accessed 29/09/23)
- López-Bauchells A, Revilla-Martín N, Mas M, Alonso-Alonso P, Budinski I, Fraixedes S & Fernández-Llamazares Á (2023). Newspaper coverage and framing of bats, and their impact on readership engagement. *EcoHealth*, **20**:18-30.
- López-Bauchells A, Rocha R & Fernández-Llamazares Á (2018) When bats go viral: negative framings in virological research imperil bat conservation. *Mammal Review*, **48**:62-66.
- Macfarlane D & Rocha R (2020) Guidelines for communicating about bats to prevent persecution in the time of COVID-19. *Biological Conservation*, **248**: 108650.
- Meade J, Mart JM & Welbergen JA (2021) Fast food in the city? Nomadic flying-foxes commute less and hang around for longer in urban areas. *Behavioural Ecology*, **32**(6):1151–1162.

Moran C, Catterall CP & Kanowski J (2009) Reduced dispersal of native plant species as a consequence of the reduced abundance of frugivore species in fragmented rainforest. *Biological Conservation*, **142**(3): 541 – 552.

Nanni V, Mammola S, Macias-Hernandez N, Castrogiovanni A, Salgado AL, Lunghi E... Manenti R. 2022. Global response of conservationists across mass media likely constrained bat persecution due to COVID-19. *Biological Conservation*. **272**: 109591

Ophir Y & Jamieson KH (2021). The effects of media narratives about failures and discoveries in science on beliefs about and support for science. *Public Understanding of Science*. **30**(8), 1008-1023.

Shapiro JT, Víquez-R L, Leopardi S, Vicente-Santos A, Mendenhall IH, Frick WF... Kingston T (2021) Setting the Terms for Zoonotic Diseases: Effective communication for research, conservation, and public policy. *Viruses* **13**(7):1356.

Smith R & Watson A (2018) Working with nature to improve the environment and profitability of irrigated cotton production at 'Kilmarnock', Namoi Valley, New South Wales. *Ecological Management and Restoration*, **19**(S1):63-72.

Tabbaa D (2010). Emerging zoonoses: responsible communication with the media—lessons learned and future perspectives. *International Journal of Antimicrobial Agents*, 36 Suppl 1, S80-S83.

Welbergen JA & Armstrong K (2017) Why we shouldn't be so quick to demonise bats. The Conversation. Available at: <https://theconversation.com/why-we-shouldnt-be-so-quick-to-demonise-bats-87693> (accessed 27/06/23)

Westcott DA, Dennis AJ, McKeown A, Bradford MG & Margules CR (2001) The Spectacled Flying Fox, *Pteropus conspicillatus*, in the Context of the World Heritage Values of the Wet Tropics World Heritage Area. CSIRO Sustainable Ecosystems and the Rainforest Cooperative Research Centre; 2001-06. Report prepared for Environment Australia.

Yabsley SH, Meade J, Martin JM & Welbergen JA (2021) Human-modified landscapes provide key foraging areas for a threatened flying mammal: The grey-headed flying-fox. *PLoS ONE*, **16**(11):e0259395.

Appendix 1: Media framing

Media framing is the way in which media will select and present on an issue that can influence the audiences understanding of and attitude toward the issue. Scientists and researchers inevitably employ frames themselves when discussing their own research findings and therefore need to consider the broader impacts of how research findings are presented (López-Bauchells et al. 2018).

The below table highlights common framings of bat research, what fields are likely to employ these frames, and re-framing suggestions.

Negative framing	Related research topics	Positive/ neutral re-framing
Bats are a <u>threat</u> to human health	<p>Bats can be framed as a “threat” when discussing research related to human disease risk such as in the fields of virology, epidemiology, disease ecology and public health.</p> <p>Particularly relevant to virology where bats are framed as a concern for public health in many virological studies regardless of what the research may have found (López-Bauchells et al. 2018).</p>	<p>Can be mitigated by putting disease risk into context:</p> <ul style="list-style-type: none"> - Highlight that disease risk associated with bats remains low. - Clarify between absolute and relative risk (Dunkel 2015). - Provide solutions rather than problems e.g. methods of protecting yourself (never touch bats, call a wildlife professional instead). - Emphasise measures that can prevent spillover events.
Bats are <u>demonised</u>	<p>Similar to the above frame this can be employed in reporting research relating to human health or animal health where bats are framed as the villain of the story.</p> <p>Demonisation can rely on superstitious beliefs about bats (Jemison 2017) so is also relevant to sociology or social psychology such as researchers investigating people’s attitudes towards bats. Often pairs with bats being blamed for the issue presented.</p>	<p>Avoid framing any particular animal or group of people as the primary ‘victim’ in the research.</p> <p>Describe positive attitudes and stories related to bats. This highlights the desired behaviours or attitudes towards bats (MacFarland and Rocha 2020).</p>
Scientific uncertainty or disagreement about bats is a <u>risk</u> to humans.	<p>When limited, uncertain or competing scientific information about bats is reported the media can frame this based on risk where the emerging risk of the disease is amplified by the scientific uncertainty (Jemison 2017).</p>	<p>When presenting conflicting outcomes or suggesting previous understandings may now be incorrect frame this through a “problem explored” approach where the scientific process of questioning and exploration is highlighted (Ophir and Jamieson 2021).</p>

Conflict	<p>Conflict can be framed between bats and people, scientists and government, conservationists and the general public.</p> <p>Research that challenges current government management strategies for bats or investigates human/bat interactions for example may unintentionally employ the conflict frame.</p>	<p>A One Health framing can be useful to avoid the negative conflict frame by highlighting the interconnectedness of human, animal and environmental health.</p> <p>Ensure to distinguish between human-wildlife conflict and human-human conflict so bats are not framed as the cause for disagreements in human behaviours.</p>
Defence	<p>In attempt to counteract the negative frames a 'defence' frame can be employed for bats however this does not always have the desired effect (Jemison 2017). For example, 'defending' bats by describing people who fear bats as hysterical or uneducated does not help provide these people an alternate way to view bats and can contribute to the conflict frame.</p>	<p>Bats can be positively defended by providing interesting information about their biology or behaviours and the ecosystem benefits they provide.</p> <p>Simply listing ecological benefits of bats may not be enough however, as this can appear to lack a 'human' element therefore may have less news value (Jemison 2017). Highlighting the importance of bats for human-wellbeing (One Health) can help frame this more effectively.</p>