WHAT WE’RE TALKING ABOUT

- Why you should engage with journalists
- What do journalists want?
- What have researchers got to talk about?
- Building relationships
- Pitching to journalists
- Your pitch
BUILD RELATIONSHIPS

Photo credit: JD Hancock
HOW TO BUILD RELATIONSHIPS

▸ Which publication/programme do I want to be in/on??
▸ Which journalist should I contact and how do I find them?
▸ How do I get ‘to know’ a journalist?
MAKING THE MOST OF THE MEDIA

A PLACE TO START

THE CONVERSATION

Our team and boards

Editorial — United Kingdom

Stephen Khan
Editor

Stephen Khan is The Conversation's Editor in the UK. He was a news editor at The Guardian and previously Deputy Foreign Editor of The Independent, Scotland Editor of The Observer and also worked for The Sunday Herald in Scotland.

Jo Adetunji
Deputy Editor

Before joining The Conversation UK, Jo Adetunji worked as a reporter and editor at the Guardian, covering stories from UK knife crime to the Arab Spring. She previously edited the Guardian's health and social care networks and has also written for The Times, The Independent and Telegraph newspapers.
Why do some 11-year-olds drink alcohol? (Hint: it’s to do with their parents)
Why do some 11 year olds drink alcohol? It’s to do with their parents

11-year-olds whose parents drink heavily are almost twice as likely to drink themselves than if parents are non-drinkers

Yvonne Kelly | Sunday 6 March 2016 | 1 comment
BUILDING RELATIONSHIP TIPS

- Communicate directly with publications/programmes/journalists who are writing about what you research
- Read their articles or what they commission to get a feel for what interests them
- Follow on Twitter
MAKING THE MOST OF THE MEDIA
On Twitter?
Got your phone?
Find and follow a journalist now
DO YOURSELF A SOCIAL MEDIA FAVOUR

- Keep profiles/blogs complete and up to date
- Good quality photo
- Contact details clear
- Show what you know
PITCH PERFECT

Photo credit: blueeyedviking
HOW TO PITCH PERFECT

- Have a clear idea of what you want to talk about
- Give it an eye catching and strong subject line
- Write no more than 3-5 sentences
CRIMES AGAINST DATA – CAN STATISTICS DIG ITSELF OUT OF THE HOLE IT HAS CREATED?

A PITCH TO THE GUARDIAN HIGHER NETWORK

Email subject line
In a couple of weeks’ time I’ll be presenting research to a large audience of UK researchers about whether social science can dig itself out of the hole it has created for itself by making wild and wacky scientific claims in scientific journals. These include some fairly silly things such as “women’s political preferences change by 20 percentage points depending on the time of the month” and “holding your body in a power pose gives you a hormonal boost”. The presentation is called Crimes against Data and as well as sharing some examples, I’ll be explaining how I think we can do better in the future.

If this sounds like something you and your readers might be interested in, I’d be delighted to draft a piece for your consideration.
Impact of research

Scientists aren't superheroes - failure is a valid result

The media has an appetite for clear-cut findings, but sometimes all we can offer is ambiguity and more questions

Andrew Gelman
Professor of statistics and political science at Columbia University

Wednesday 8 June 2016 07.00 BST

The widely reported finding that ‘power poses’ offer a hormonal boost could not be replicated in follow-up studies. Photograph: Alamy

Concern has been growing in the past decade about published scientific claims that other laboratories can’t successfully replicate. Some of these studies are pretty silly – for example, the claim that women’s political preferences change by 20 percentage points depending on the time of the month. Others were potentially useful but didn’t work out, like the one which says that subscribers could improve their health by drinking tea.
WHY PEOPLE IN CARE HOMES WITH DEMENTIA NEED HELP TO DIE WELL.
I am currently reviewing research being presented at the ESRC Research Methods Festival in Bath next month. I came across a presentation from Prof Claire Goodman at the University of Hertfordshire who has helped develop a framework for use by care home/nursing staff and families making decisions around end of life care for residents with dementia. She is keen to generate interest in the framework which is already receiving positive feedback from care and health professionals alike and I think she might be willing to write for you about it if it’s of interest.

socialcare@guardian.co.uk
Got an idea?
Write your pitch
TRY TO INCLUDE

- Some context - why should a journalist/their readers care?
- What’s new? (findings, message, event, perspective)
- How and to whom is what you are doing/saying making or going to make a difference?
MAKE THE MOST OF THE MEDIA

IN CONCLUSION

▸ Help share and exchange knowledge
▸ Promote understanding and impact
▸ Raise your profile and improve grant success
▸ Develop new skills
▸ Plain English, timely, relevant approaches
▸ Take advice, collaborate
▸ Think about what you want out of it
MAKE THE MOST OF THE MEDIA

IN CONCLUSION

▸ Consider which publication/journalist you’d like to work with
▸ Get to know media and journalists/build relationship
▸ Keep social media profiles/blogs/websites up to date
▸ Show what you know
▸ Pitch an idea
▸ Don’t get disheartened - try again
MAKE THE MOST OF THE MEDIA.

Chris Garrington  
@cagarrington

Fran Abrams  
@franabrams