

MAKING THE MOST OF THE MEDIA

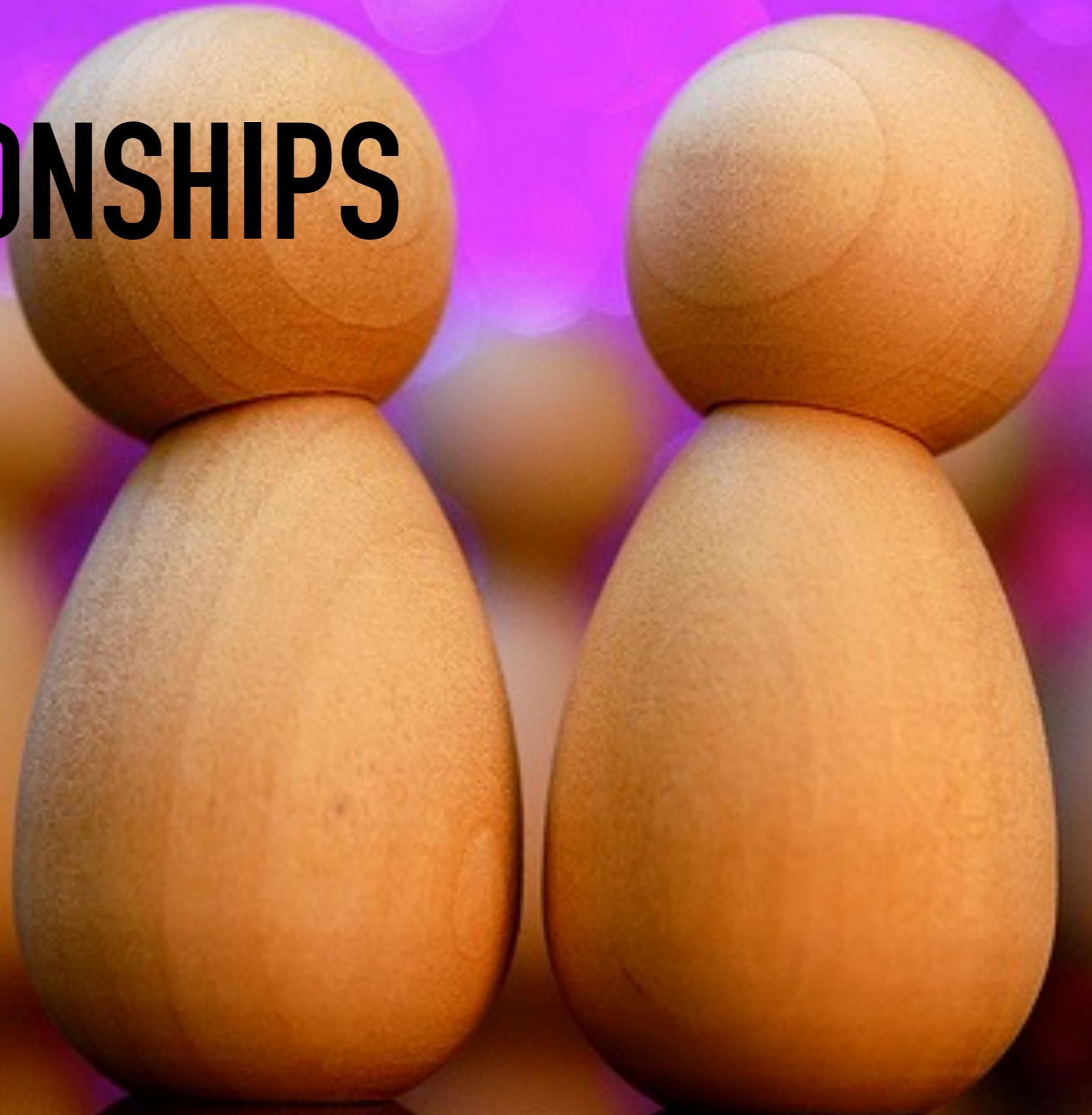
FRAN ABRAMS

CHRIS GARRINGTON

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?

A PLACE TO START

THE CONVERSATION

Academic rigour, journalistic flair

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10 ways we are different

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Editorial – United Kingdom

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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)

March 4, 2016 6.15am GMT



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News > Science

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

   **60**
shares



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

The screenshot shows a Twitter search results page for the query "Guardian journalist". The search bar at the top contains the text "Guardian journalist" and has a magnifying glass icon to its right. A red arrow points from the search bar down to the "Accounts" tab in the navigation menu. Another red arrow points from the "Accounts" tab to the profile card of Patrick Butler. The "Accounts" tab is selected and underlined. Below the navigation menu, there are six profile cards for Guardian journalists, each with a profile picture, name, handle, and bio. The profiles are: Patrick Butler (@patrickjbutler), Paul Owen (@PaulTOwen), Jane Dudman (@JaneDudman1), Charles Arthur (@charlesarthur), Mary O'Hara (@maryohara1), and Martin Belam (@MartinBelam). Each profile card includes a "Following" or "Follow" button and a gear icon for settings.

ifications Messages Guardian journalist

Guardian journalist

Top Live **Accounts** Photos Videos More options

Patrick Butler @patrickjbutler
Guardian Journalist, social policy editor (Head of Society, Health and Education at the Guardian)

Paul Owen @PaulTOwen
Deputy head of news, Guardian US, based in New York. Co-editor of The Wire Re-up. bit.ly/kG7tGY Instagram: [instagram.com/paultowen/](https://www.instagram.com/paultowen/)

Jane Dudman @JaneDudman1
Guardian journalist. I edit our Public Leaders Network - @Guardianpublic - and our Housing Network - @GuardianHousing. Any spare time...

Charles Arthur @charlesarthur
Freelance tech journalist; The Guardian's Technology editor 2009-14. Author, Digital Wars, on Apple v Google v Microsoft. Speaker, moderator. DMs...

Mary O'Hara @maryohara1
Social affairs journalist. Write for The Guardian & others. Author of #Austerity Bites: austeritybitesuk.com Alistair Cooke 2010 Fulbright. RT not...

Martin Belam @MartinBelam
Social & New Formats Editor at @Guardian in London. Journalist. Designer. Does a link round-up every Friday medium.com/friday-reading

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

A PITCH TO THE GUARDIAN HIGHER NETWORK

**CRIMES AGAINST DATA – CAN
STATISTICS DIG ITSELF OUT OF
THE HOLE IT HAS CREATED?**

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.

The pitch

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

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About this content

Andrew Gelman

Professor of statistics and political science at Columbia University

Wednesday 8 June 2016 07.00 BST



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Save for later



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

MAKE THE MOST OF THE MEDIA

**WHY PEOPLE IN CARE HOMES WITH
DEMENTIA NEED HELP TO DIE
WELL.**

socialcare@guardian.co.uk

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?

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

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**