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COMMUNICATION TIPS

— brought to you by Olle Bergman

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5 TIPS on how to find a way into the media

You, me, everyone wants to claim a place in the limelight. But how do we get there without pushing, shoving and disgracing ourselves? The answer is to stay humble, do our homework and persevere.

1. Remember that it is their media, not yours and stay humble. Your material is only interesting if it blends in with the other content of the newspaper, radio/tv station, magazine or blog in question. Without this insight, there will be a lot of friction and frustration down the line.

2. Get to know the media landscape and the key players. Choose some appropriate channels, do your homework and study the content carefully—especially the journalistic angles, how the content is presented and the writing style. Ask yourself about your own story: “If I was the editor for this

medium, which stuff would I find interesting?” Gradually, you will discover where the material you can provide belongs.

3. Find the right format and timing. Next question to ask yourself is “If I was the editor, which kind of text format am I interested in—a simple news flash rewritten from the press release, an interview which I write myself, an opinion piece ... or something else? And when do I need it? Immediately, in two months' time or when something significant takes place?”

4. Build relationships. Here is some more homework! Spend a few hours researching the right people to reach: namely those who have a real interest in your subject. Get in touch with them directly and let them know what you can provide and ask them what kind of material they need. Make yourself valuable to them!

5. Learn to write pitches and press releases. Editors and other media gatekeepers have lots of information to process. Study the techniques of writing article pitches and press releases (using the inverted pyramid method) to appear professional and reader-oriented—and to save their valuable time.



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