WHY BOTHER WITH THE MEDIA?

COMMUNICATIONS SKILLS BRIEF

It doesn’t have to be us v them

Why do journalists want you?

- To provide essential background and authoritative perspectives on complex issues.
- To explain complicated stories in an interesting, clear, concise and accessible way.
- To inform debate.
- To hold power to account.
- To provide colour, texture and interest to their story.
- To provide expert knowledge and informed opinion.
- To explain your research.

What are the benefits to you?

- You will reach audiences you would not otherwise reach.
- If you effectively explain your research and its significance to the wider public, making it relevant to their everyday lives, you can become the voice of your subject and help inform public opinion.
- You can help inspire young people to take an interest in your subject, potentially benefitting student recruitment.
- The practical skills you’ll gain can be used to help improve grant applications, public lectures, stakeholder briefings and other areas of your academic life.
- Increasing your public profile means more people will be aware of your work and could help increase citations.
- You might like it!

Don’t forget

- News moves fast and so do journalists. If you don’t want to miss the opportunity, respond quickly to an approach and make yourself available, but don’t let yourself be pressured into commenting before you have formulated your messages.

There are people who can help

- Our Communications Team will provide support and advice at every step. If you have a great story we can turn your research paper into a headline-grabbing press release, identify relevant journalists and broadcast programmes to target, and ensure you get the right media skills training.
- We have partnerships with online news and views outlet The Conversation and television interview facilitator Globelynx, ensuring you get every opportunity to tell your story.
- We even have our own Globelynx television studio and high quality ISDN telephone line (for radio interviews) at our Colchester Campus.

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