

Make More Impact: Work with the Press

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Publicity- what is it?

- Publicity is more than targeting the media-communicate with readers
- Readers want an authentic voice
- People want participation not propaganda
- Lines between publicity, dissemination and marketing are blurred

Communicating with the press

- Getting media coverage is a good way to reach:
 - Other researchers
 - Associations/institutions
 - Policy makers
 - Business sector
 - NGOs
 - Politicians

- Proactive or reactive?



Initial steps

- 1) What is your objective?
- 2) Is your research newsworthy?
 - What- it must herald a new discovery. Make a finding conclusive.
 - Who- think about the human interest. Will it generate controversy?
Who is it relevant to?
 - Where- emphasis the quality of the source but be careful not to diminish this credibility by over doing it.
 - When- what is the timescale? If already in media then old news.
 - Whom- what is the scale of the impact? What is the sample size?
 - How- how will this affect people everyday? What is the direct impact?
Look for meaningfulness.
- 3) Approach someone: University press; Magazines in your field;
Blogs/websites/forums

Preparing for a media interview

- Know what you want to say prior to the interview
- Identify what's most interesting, exciting, surprising, troubling,
- Put your research into perspective
- Plan for difficult questions



Dos and Don'ts

- Take your time
- Prepare a sound bite you are happy with
- Avoid technical jargon
- Be brief and concise
- Listen carefully
- Don't be afraid to ask for clarification
- Don't feel obligated to answer every question
- Dress appropriately
- Be confident
- Don't be overly critical of current policy



After the Interview

- Find out when the story will run
- Build a relationship
- Tell everyone!

Tips for Successful Media Engagement



- You're the specialists and the media *want* to hear from you
- Be clear and succinct
- Be prepared for your research to be taken out of context
- Never state information you do not know to be true
- Ask them for questions
- Reiterate top points
- Follow up

Additional Forms of Media Engagement



- Academic Collaboration: [The Conversation](#)
- Précising Research: [ResearchMedia](#)
- Blogging: <http://blogs.lse.ac.uk/help/>
- Conferences: Use the media centre
- Social Media: Twitter, facebook, LinkedIn
- Sharing: Stumble.Upon; Digg; Quora; Delicious
- Talking Heads, Video: TED, YouTube, Vimeo
- Speaking Agencies: Leigh Bureau

Twitter

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Objectives

- ✓ Identify your audience- who do you want to interact with?
- ✓ Geographical focus- e.g. @sejorg
- ✓ Profile goal, for example:
 - ✓ increase number of followers from NGOs
 - ✓ Retweeted by XXX
- ✓ Is it working?

Who are you following?

@christianwolmar

@GwynTopham

@North2East

@TransportPR

@SeaHorseClub1

@NicholasCollins

@NathalieThomas3

@BBCTomEdwards

@BBCDavidMiller

@PaulCliftonBBC

@njak_100

@stefatrail

@paulprentice

@philippank

@LouiseBTS

@pawoodman

@BBCwestcott

@travjournalist

@GeoffreyLean

@matthewwbeard

What to post



Entertain
(monthly)

Inspire/ visionary info
(bi-weekly)

Start conversation / debate / ask for
feedback
(weekly)

Teach / share something useful
(3 x week)

Provide relevant information / news (3 x week)

Twitter tips

- Want a tweet to be noticed by someone in particular? Use the @ functionality
- @<name> at the beginning – posts a private message
- More people use social media in evenings and on weekends
- Manage your tweets using [Bufferapp](#), [Hootsuite](#), [Tweet deck](#)
- <https://business.twitter.com/en/basics/best-practices/>

For greater visibility and engagement - use hashtags

- Follow a conversation
- Works well for events #transportmedia
- Don't overuse
- Don't create too many new ones
- Can't be too long #ridiculouslyoverlengthenedhashtags
- Check it doesn't already exist

General tips

- Quality is more useful than quantity
- Having a clear and enticing profile is essential
- Post regularly and make it interesting
- Be casual and personable yet professional
- Be careful mixing professional and personal accounts
- Vary your posts between text, videos, images and photos
- Use short links like bitly and track their use