

HOW TO

# SPEAK *to* JOURNALISTS

Pitching stories to journalists is a good way to reach large segments of people, raise awareness, and show others the value of your research.



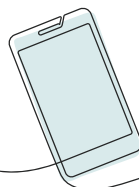
## BEFORE THE MEETING

- Connect with department/university communication staff
- Create your message
  - i. Write down the main point you want people to remember
  - ii. Write down no more than 3 key supporting points
  - iii. Start with your most important finding in 1-2 sentences
  - iv. Utilize analogies, anecdotes, and stories
  - v. Always use jargon-free language
- Practice what you will say with another person
- Consider how you will answer controversial questions



## DURING THE MEETING

- Begin by briefly describing the big picture of your research
- Ask clarifying questions if you are unsure what is being asked
- “I don’t know the answer to that question” or “We didn’t look at that” are acceptable answers



## AFTER THE MEETING

- Express your availability for follow-up questions and offer to provide links, graphics, etc



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