

**Faculty of Humanities**  
**Research Communications and Marketing Network Meeting**

**Agenda – Pitching your story and working with the media**  
**21 April 2015**

10.00 Introductions and overview

10.05 The Role of Media Relations (*Deborah Linton and Kath Paddison, Media Relations Officers, Division of Communications and Marketing - Faculty of Humanities*)

10.40 Alternate channels and 7 actions to begin today (*Lynda McIntosh, Research Communications and Marketing Manager, Faculty of Humanities*)

11.00 Questions, Updates and AOB

# Creating interest or pitching your story: 7 actions to begin immediately

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Lynda McIntosh

Research Communications and Marketing Manager

Faculty of Humanities

21 April 2015



**We read features differently  
to how we read news**



## Features or alternate channels include:

*Guardian blogs*

*The Conversation*

*Huffington Post*

*Trade press (The Grocer)*

*In-house magazines and newsletters*

*Stakeholder magazines (ESRC's Society Now)*

*Specialist press*

*Consumer press*

*Weekend magazines and supplements (local, regional and national press)*

Remember to update Nicola Watkinson and Emma Kelly at

[humsnews@manchester.ac.uk](mailto:humsnews@manchester.ac.uk) to include in internal channels (*Humanities eNews, UniLife, HumNet, StaffNet*)

## Working with the media – Media Relations team can support:

- News releases
- Press conferences
- Informal media briefings
- Exclusive interviews
- Photo calls

## Useful organisations:

- Science Media Centre coordinates scientific evidence for journalists and will add your list of experts to their database. <http://www.sciencemediacentre.org/>
- Consider joining PR organisations (eg. STEMPRA, Association of Healthcare Communicators etc.)
- Education Media Centre <http://educationmediacentre.org/> is a charity which has been set up to help journalists and the public understand more about education through education research.

## Tips for working with the media – be a source of information

- ✓ Learn the specialist journalists in your field
- ✓ Build relationships with the experts, journalists and funders
- ✓ Visit them (usually in London) the next time you go
- ✓ Invite them to come to you, if you can make it worth their while
- ✓ Provide clear information, links to details and let the journalists do the writing

## Before sending out your press release – check

- ✓ Media lists are up to date
- ✓ Correct dates, grammar and spelling, links work
- ✓ Researcher prepared to comment, contact details
- ✓ Text has been signed off by Director
- ✓ Considered the best time to send the release
- ✓ Engaging and clear subject line
- ✓ Include digital content: quality images, links to graphs, and stock video without sound for international outlets

## Top 7 Actions within next 3 months

1. Create list of academic experts within your research institute/centre
2. Create list of current projects with a short sentence summary
3. Meet with the Media Relations Officers and update them regularly
4. Identify the specialist journalists within your research area – pick one to meet
5. Arrange media training for your Director, Research Director and key researchers (everyone within 12 months)
6. Read a variety of news and features to learn styles and audiences of various publications
7. Select one research feature idea to discuss with Deb and Kath for future development