

'Getting your Science out there: Pitching your story and working with your press office'

Pitch Worksheet

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1. What is/are your main message(s)?

2. Who is your audience? How does your research apply to them?

3. Why/When/How- the specifics of what you've done- analogies, visuals, stories/ anecdotes. How will you draw in your audience?



Resources:

Telling your story-

- **NPR: 9 Types of Local Stories that Cause Engagement**
<http://digitalservices.npr.org/post/9-types-local-stories-cause-engagement>
- **'Making Peace with Self Promotion' from COMPASS**
<http://compassblogs.org/blog/2014/05/30/making-peace-with-self-promotion/>
- **'A Case for Scientists to Talk to Reporters (and work with PIOs) from SciLogs**
http://www.scilogsg.com/communication_breakdown/env-sci-media-paper-2013/
- **'Why Scientists Should Publicize Their Findings—For Purely Selfish Reasons' from Scientific American**
<http://blogs.scientificamerican.com/guest-blog/2012/06/18/why-scientists-should-publicize-their-findings-for-purely-selfish-reasons/>
- **'Advice for Scientists Who Want to Write for the Public' by Rob Dunn (14 point list of tips!)**
<http://www.yourwildlife.org/2013/06/advice-for-scientists-who-want-to-write-for-the-public/>
- **'How to interact, and how not to interact, with the press' from Ruthless Science**
<https://ruthlesscience.wordpress.com/2011/04/11/how-to-not-interact-with-the-press/>
- **'Working with the Media' From the University of Washington's College of the Environment**
<http://coenv.washington.edu/intranet/communications-events/science-communication/tools-and-best-practices/engaging-with-the-media/working-with-the-media/>
- ***Don't be Such a Scientist: Talking Substance in an Age of Style* by Randy Olsen (book)**
- ***Escape from the Ivory Tower: A Guide to Making Your Science Matter* by Nancy Baron (book)**

Tips on Press Releases:

- **Grading rubric for a press release assignment from a Columbia journalism course**
<http://www.altonmiller.com/ggrading.htm>
- **COMPASS- Journalists Comment on Science Press Releases**
<http://compassblogs.org/press-release-peeves/>
- **COMPASS on writing a headline: 'Extra! Extra! Read All About It!'**
<http://compassblogs.org/blog/2015/04/14/extra-extra/#more-6838>
- **Ben Young Landis on writing a Press Release- 'Death by Six-Shooter'**
<http://younglandis.wordpress.com/2011/03/03/writing-a-press-release-death-by-six-shooter/>
- **Dennis Meredith on the "Anatomy of an effective news release"**
http://dennismeredith.com/anatomy-of-an-effective-news-release_324.html
- **'The Most Amazing Press Release Ever Written' from PR Newswire**
http://www.prnewswire.com/news-releases/the-most-amazing-press-release-ever-written-113302099.html?cf_synd_id=5-v66Pq

Communicating Online:

- **'So you want to communicate science online'** The flowchart by Miriam Goldstein
<http://blogs.nature.com/soapboxscience/2012/06/07/reaching-out-so-you-want-to-communicate-science-online-the-flowchart>
- **'Because your Grandpa's on Facebook: Online Outreach for Scientists'** Presentation slides by Miriam Goldstein
<http://www.slideshare.net/mgoldstein/because-youre>
- **Resources: General SciComm- website from Advancing Eco-Comm through Multimedia**
<https://advancingecocomm.wordpress.com/2014/07/03/resources-scicomm/>

