CERA 2012
Communicating Research and Information for Results
Media Outreach

Newsworthy or Not?

• Is your knowledge useful?

• Can your message connect to the annual news cycle (back to school, release of test results, graduation).

• Is something new revealed by your research?

• Does it inform an education debate or breaking news?

• Can it be localized?

• Does it have emotional appeal? A human interest angle?

News Hooks

• Controversy: Propose solutions that defy current policy and practice

• Consumer news: “News you can use.” Produce a resource that helps parents, teachers, or legislators navigate an education policy, evaluate school practices, compare options, etc.

• Human interest: Compelling stories that demonstrate the problem you're addressing or the solutions you've found.

• Trends: You can get attention by documenting trends in policy, practice. Use at least three examples (two is not a trend).

• News Cycle: Take advantage of the annual news cycle to piggyback your story on. Reporters are always looking for fresh takes on annual stories.

• News: Actual new news is always appealing. Are you uncovering something no one has researched before? That in and of itself makes your research relevant.