

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.