Media Q and A: What to do and who to work with

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I have submitted a paper for consideration. Tell Kelly at the earliest stage, at submission. Kelly can then contact Daniela who can help us determine the best course of action.

Is this newsworthy? It depends on the news landscape on any given day. A ‘newsworthy’ media pitch could be rejected for a number of reasons. Think about how much media real estate COVID-19 content takes up. That means there is less space for other stories and the competition for those spots is fierce – it does not mean the story is not a good one!

It is important to also note that ‘interesting’ and ‘newsworthy’ are not the same thing. Ask yourself, does it relate to a historical or current event? Does it relate to something coming up that the public will engage in? If you’re not sure, but have the seed of an idea, just ask and we can help you.

What if it is an interesting subject or highlights our people? We can work with anything interesting! Perhaps this can become an article in The Lighthouse or Executive Dean’s Newsletter, can be placed on the website, or posted on social media. Let us know your idea and we can help you take it further.

Do I need a press release? Not necessarily and not all pitches will result in media engagement. Tell us at the earliest stage so that we can help you. Most often, the best course of action does not require a media/press release – there are alternative ways we can help you and will be unique to each type of content.

What if I have an existing media contact of my own? Can I approach them first?

Yes, by all means do that if you know a journalist who you’ve cultivated a relationship with through previous research promotion or commentary. The Comms team resources are often stretched, so this is a recommended approach if an academic is confident to do this and there is no need to get ‘approval’ from the Communications Team.

What if I am not the lead on the paper? This is a tricky area and we shouldn’t step on any toes! If you’re not the principal author, we should allow their institution to take the lead. If you are a co-lead, then we may be able to collaborate on the best approach. If you are not sure, ask Kelly and Daniela for guidance.

The paper I am involved in comes from an international organisation. Does this change things? It can. Chat with Kelly and Daniela as we may be able to offer a ‘Macquarie’ angle on the story. It is always right to acknowledge an organisation that is behind the research regardless, and we may need to reach out to them on this.

I’ve been asked to comment on something in the media. Great! It is always very useful to have people available to give further comment, additional perspective, and maybe even a ‘Macquarie flavour’ to stories in the media. If you can comment (often at short notice) and are interested in doing this, we will add your name to our pool of people. If you’d like to try this, we can give you a cheat sheet to help you, such as reframing the question in your answer so your comment can be used as a standalone grab on more platforms. For example: What is today’s weather like? Today’s weather is typical of the first week of September...

Remember it is always good to mention Macquarie where possible in your comments, as it helps with our reputation in the media.