WORKING WITH UW NEWS

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What do we do?
- Write press releases and pitch stories to local, national and international media
- Write Q&As, short stories or social media posts to share quotes about research on timely topics
- Connect reporters with faculty experts
- Help write, edit and pitch faculty op-eds and other analysis pieces
- Train researchers on speaking with reporters, TV- and radio-specific interviews, and writing for a general-public audience
- Produce the UW News website, the UW Today email, the UW in the Media round-up and the NewsFlash newsletter

Why does media coverage matter?
- It helps build your brand as an expert in your field
- It raises the visibility of UW among prospective students, donors and peer institutions
- It reinforces with the public the importance of the UW, and of higher education

What is news to a reporter?
Developments that are surprising, firsts in the field or related to hot news topics. Examples include:
- Major scientific advances or discoveries. (papers that are an “important step on the way” are less interesting)
- Research that affects people's lives or that anyone can relate to (ex: privacy, package deliveries)
- Research with interesting findings and/or beneficial applications
- Research tied to current news events (ex: fake news, cybersecurity, natural disasters)
- Quirky or fun research (ex: physics of grocery store displays, science of relationships)
- Community-based research with impacts beyond campus (ex: mapping barriers for people with disabilities, crunching data to identify drivers of homelessness)
- Good photos and videos drive coverage!

When to contact us?
We look for a “news hook” — something that gives reporters a reason to write about this now. Contact us:
- 3-4 weeks before publishing, presenting or demonstrating new results. Earlier is better if you have a large finding coming out
- ASAP if you are interested in engaging with the media about how your ongoing research helps shed light on current news events
- If you want to be on our experts list

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