

## Tips for Good Cooperation

- You do not have to respond to a request directly on the phone. However, call back quickly, even if you have to cancel a requested interview, for example.
- Do not expect too much prior knowledge, for example about the university structure or the state of research.
- Speak in short sentences and as clearly as possible. Use examples and comparisons.
- Offer interesting pictures to newspaper and TV journalists.
- Radio editors are happy to take recordings in quiet surroundings and to hear characteristic »earcatcher« noises.

## What you should pay attention to

- If possible, you should not request a detailed list of questions before an interview.
- You do not have the right to counter-read an article. If necessary, correct any thoughtless statements during the interview. »Wortlautinterviews« in contrast, are to be approved by the interviewee in advance.
- Journalists are also professionals: refrain from criticizing their writing style. If in doubt, contact your Communications and Press Service.
- Misunderstandings can lead to factually incorrect representations. We will advise you on questions of rectification.
- Even if something has gone wrong from your point of view – remain open for further media inquiries. It is even important that scientists answer and patiently explain to non-specialists. Otherwise, others will do it.

[www.tu-braunschweig.de/presse](http://www.tu-braunschweig.de/presse)

Are you interested in presenting your topics to the media or do you have further questions?

At the Communications and Press Service, we will be happy to support you. Please give us a call if you have any questions about dealing with journalists or need support in presenting your topics.

### Contact

Dr. Elisabeth Hoffmann  
Head of Corporate Communication and Press Service  
Phone: +49 531 391-4122, [e.hoffmann@tu-braunschweig.de](mailto:e.hoffmann@tu-braunschweig.de)

Regina Eckhoff, Press Officer  
Phone: +49 531 391-4123, [r.eckhoff@tu-braunschweig.de](mailto:r.eckhoff@tu-braunschweig.de)

János Krüger, Science Editor  
Phone: +49 531 391-2160, [janos.krueger@tu-braunschweig.de](mailto:janos.krueger@tu-braunschweig.de)



# Journalism

Communicating Science

## Why Appear in the Media at all?

Our aim is to present research, teaching and the campus in an open and transparent way, thus promoting understanding and trust. Good media relations help to attract smart minds, partners and supporters.

### How does the media work?

**It is the readers who determine the rules:** Generally, readers, viewers and listeners are not academically educated. Journalists put themselves in their place and ask questions on their behalf.

**Deadlines and time pressure:** Journalists usually work at very short notice. Broadcasting and online editorial offices need to be on air or online particularly quickly. In the morning, the topics are discussed at the editorial conference and must be ready by evening at the latest. Your interviewees can often only prepare themselves briefly for an interview and have specifications for the scope of the reporting.

**Diversity of topics:** In the editorial offices, employees are constantly concerned with a wide range of topics and often have no expert knowledge about a specific area.

**Selection of topics:** Every day, editorial offices receive a large number of press releases and suggestions for reporting. Therefore, they need to be very selective. A suddenly occurring important event can lead to the fact that the entire topic plan must be changed promptly.

### What is editorial staff interested in?

Journalists orient themselves on the news value of information. The following criteria are crucial for the news value:

- Timeliness: How up-to-date is the topic?
- How close is the topic to the reader / viewer / listener? Does it relate to their region?
- How many people are affected by the topic? Does it affect their everyday lives?
- Is a development new or unique? Does the topic contain a superlative or unique selling points?
- Are there signs of conflict or dramatics?
- Are prominent people involved?
- Does the topic have curious aspects?

Please consider whether your topic meets at least one of these criteria. The higher the news value, the higher is the chance that the topic will actually be published.

Through an appealing internet presence or the use of social media, you create an opportunity for journalists to inform themselves in advance and arouse interest in your topics (see also our flyer »Social Media«).

### When do I place my topic?

- Media work must be planned at an early stage. You should report press-relevant topics to the Communications and Press Service as early as possible. Please inform us **at least two weeks prior to the date of the event**. This also applies to publications or awards. Press releases on past events are no longer of interest to the media.
- We cannot give you a printing or broadcasting guarantee, but we can help you to prepare your topics for the media.

### Being an expert is not difficult...

- Let us know, if you are available as an expert on a current topic. You can expect short term interview requests that need to be answered quickly.
- Also inform us about press enquiries you receive or about articles that have been published.
- Use and maintain contacts with journalists, even after an event or an interview. Always write down of names and complete contact details.