




IDE in the Media – Tips and Tricks

Have you been contacted by the media to contribute your expert insights on current news? Feel free to get in touch with the IDE Communication Team to discuss the opportunities. We can help you by:

- **Acting as a sounding board, helping you weigh up whether to pursue an opportunity:** the media operate at a fast-pace, often demanding an immediate response to requests but it's also OK to let a journalist know that you will call them back. Take a moment to consider these points before you respond:
 - Will this media opportunity help fulfil your communications goals?
 - Do you have the time available to prepare and perform?
 - If you are unavailable is there another member of your research group or the faculty who could competently handle the request?
- **Fine-tuning your message:** how do you express your point in a way that is easy and quick to understand in print/on TV/on the radio? What words should you choose?
- **Giving you tips on how to make sure that the media conveys your message accurately.**
- **Anticipating some of the challenging questions journalists might ask:** helping you think beyond your specific research area and helping consider the context in which writers or broadcasters might want to place your work
- **Helping you and the broadcaster choose appropriate locations for photography/filming in and around the faculty.** What do we want to convey? A research setting, with high-tech equipment? An educational setting such as a lecture hall or a design studio? A social setting such as the IDE Hall? Who and what will be in shot? Is there any sensitive or confidential material that needs to be put away? Have we got permission from the person walking past in the background?
- **Tipping off FM, Servicepoint and other relevant teams if and when a camera crew might be expected.**
- **Checking draft articles in conjunction with you** (ask the journalist to share it in advance, if possible).
- **Sharing your media hits in IDE channels** (for example  [IDE News](#) or on  social media channels – [LinkedIn](#), [Instagram](#), [Twitter](#)).

Do you want more media attention for your work and are you wondering about the best way to go about this? Or perhaps you have a ground-breaking piece of research that you think is newsworthy? Here are a few tips:

- **Make sure you are findable online.** Ensure your [TU Delft profile](#) is up-to-date and clearly communicates your topic and expertise. An up-to-date [LinkedIn profile](#) is also recommended. Get in the habit of sharing updates on your work. Publications, conferences and networking events all offer potential material. You can also consider sharing your expert opinion on current developments. This can take the form of standard posts and images or more extensive blog posts.
- **Consider your communications goals.** What are you trying to achieve by being in the media? Who is your target audience and what do you want them to know or do?
- **Consider which media and journalists might help you achieve these communications goals.** This could be Dutch press or international press. The mass media or specialist press. It depends on your goals and where your news might resonate. Create a list and take a look at

their body of work. Consider following them on LinkedIn and/or Twitter. What common strands can you see in their writing? What might draw them to consider your  work?

- **Develop your pitch** how would you “sell” the story of your research in a minute or two? Why are your research outcomes newsworthy right now? What is the relevance to the wider world? What data do you have to support your pitch? What visuals and other materials are available?
- **Consider how your story fits in with the TU Delft mission of *impact for a better society*:** TU Delft’s communications are strategically organised around [four topics](#) of Climate and Energy, Digital Society, Health, Resilient Cities and Mobility.
- **Talk to IDE Communication about when and how to pitch a story:** this might be done by a communications advisor or by you directly depending on the circumstances.

Media training

Are you involved in a very newsworthy research project? Is extensive media coverage to be expected? If you expect extensive interaction with the media, please talk to IDE Communication about the possibility of media training. This is usually organised in conjunction with TU Delft Corporate Communication.