

Contents

Preface	6
1. We want to know more!	9
1.1 Many platforms, many opportunities	10
1.2 Everybody loves a good story	11
1.3 Take the initiative	11
Eske Willerslev: Focus on the broader issues when you communicate	14
2. Target your communication	17
2.1 Purpose: what do you want to do?	18
2.2 Think about the communication situation	20
2.3 The sender	21
2.4 The receiver	21
2.5 Channel	23
2.6 Language	24
2.7 Topic	24
Cédric Villani: You are also allowed to spice things up	26
3. Finding a good story	29
3.1 Address the recipient at eye level	30
3.2 Use the relevance criteria	32
3.3 Find an angle	37
Carl Johan Sundberg: Let your passion shine through	40
4. Tell a good story	43
4.1 The structure of your story: ‘Hey-you-see-so’	43
4.2 Write a catchy headline	47
4.3 Other communication tools	48
Londa Schiebinger: I write history in the form of a detective novel	52

5. Written genres	55
5.1 News	55
5.2 Press releases	56
5.3 Features	57
5.4 Opinion pieces	61
5.5 Blogs	62
5.6 Social media	63
5.7 All the rest	64
Vincent F. Hendricks: You can get cut shaving	66
6. When you write	69
6.1 Give the article several entry points	69
6.2 Be clear and concise	71
7. When you speak	77
7.1 The structure of your lecture	77
7.2 Presentation techniques	78
8. When a journalist calls	81
8.1 Do not fear the media	82
8.2 Establish a good working relationship with the journalist	83
8.3 Make a contract	84
8.4 Give a good interview	86
9. Make a plan	89
9.1 Write down your goals	90
9.2 ... or just experiment	92