

Summary: The world of journalism



Journalists...	What it means for you...
Work to tight deadlines	Be responsive
Have strict word limits	Be clear and concise
Write for non-specialist audiences	Don't assume they know something, but don't patronise
Are often non-specialists too	Predict misunderstandings and use simple language
Write for different audiences depending on the media outlet	Find out their style and adapt to it
Write about very specific things	What are the who, what, where, why, when and how of your work?
Want to write something 'newsworthy'	Try to think like a journalist when talking to them