

How to write a media summary

- Start with your most interesting result and write it in a simple, accessible, non-technical way. This can be challenging. Alternatively, start by mentioning a current policy debate/concern or a puzzle and straight after offer your explanation.
- Think carefully of what is the main message that you wish to convey. There might be 2-3 interesting results but you have to focus on the one big message. You can always add side-results that offer further support to your research.
- We know that your results might hold under some assumptions or in some cases only but you might not want to spend too much time on this, as you might confuse your readers. In any case, you must always refer to the paper itself and all the co-authors, where all these details are explained carefully.
- Try to be accurate, use numbers, statistics, facts, evidence, etc. For instance, instead of just saying, “unemployment increased sharply”, prefer to write, “unemployment increased from 5 to 10 per cent”. You can also mention briefly the data sources that you use and the research methods.
- Try to find the policy implications of your work and focus on them. Ideally, your paper has identified a topic where the policy debate is misled but once you shed light on this things become clearer. Try to offer policy recommendations keeping in mind potential threats to your suggestions.
- Stay on the subject, within the word limit and within the deadline. For this type of media summaries you should try to restrict yourself to **500 words**.
- Pick a catchy title for your media summary, which does not have to be the same as your paper title.
- Once you are done writing your media briefing think of whether this represents you as a researcher and as a human being.
- At the end of your media summary write your name, affiliation and email, so people can contact you if they wish to receive further details about you.