

DON'T FEAR JOURNALISTS!

Hacks, exploits & best practices for improving researcher–reporter ties

The Problem

- Researchers find threats. Journalists chase stories. But the two rarely talk directly.
- Instead, PR filters & blog posts decide what reaches the public — often too late.

Why It Matters

- Missed early warnings = bigger crises.
- Public stays in the dark.
- Society loses out on expert insights.

The Fix

- Direct collaboration between researchers & journalists.
- Open communication.
- Long-term trust.
- Help us explain why it matters.

Journalists need insight. Researchers need reach.

Hacks & Tips

- On/Off the record, and what “background” actually means.
- Share trendlines early — before they become crises.
- Frame complex findings for non-experts without dumbing them down.
- Create a recurring, trusted lane for sensitive outreach.

Learn media basics to make your research land where it matters.

Session Goal

- Offer concrete, reusable practices for working with the press.
- Raise the baseline of cyber literacy among the public.
- Reduce the gap between discovery and awareness.

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