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Knowing what a journalist looks for can be tricky. We've outlined the top criteria to consider below to help you decide which articles would be most suitable for press attention.

| News criteria | Press campaign |
|---|--|
| A major breakthrough in the field  | Article: "A new otter of giant size, <i>Siamogale melilutra</i> , from the latest Miocene Shuitangba site in north-eastern Yunnan" <i>Journal of Systematic Palaeontology</i> Headline: Scientists discover 6-million-year-old giant otter fossil in China's Yunnan Province  Altmeter 1,258  Article Views 12,622 |
| Impact on society  | Article: "Sleepless in school? The social dimensions of young people's bedtime rest and routines" <i>Journal of Youth Studies</i> Headline: 1 in 5 young people lose sleep over social media  Altmeter 322  Article Views 2,151 |
| Recommendation for change  | Article: "Healthy excursions outside the thermal comfort zone" <i>Building Research & Information</i> Headline: Study finds major health benefits linked to indoor temperature variation  Altmeter 255  Article Views 2,743 |
| Timely  | Article: "Does engagement in advocacy hurt the credibility of scientists?" <i>Environmental Communication</i> Headline: Public may be more accepting of advocacy by scientists than previously thought  Altmeter 538  Article Views 8,053 |
| Human Interest  | Article: "A mega-analysis of memory reports from eight peer-reviewed false memory implantation studies" <i>Memory</i> Headline: Half of us would believe fake facts  Altmeter 504  Article Views 9,304 |

 **Need inspiration?** To see some recent case studies of what your academic research could look like in the media, visit <http://bit.ly/press-case-studies>