



Why pitch research to the media?



Talking to the media might seem daunting - but pitching your research to journalists can help to increase awareness and impact. One article our press office worked with achieved....

45 **media** mentions including **Forbes**, **Inside Higher Ed** and **Die Welt**



600 **tweets** from 511 accounts, with up to 1,073,150 followers



23,413 **article** downloads

An **Altmetric** score of 853

9 new **blog** posts

"My research has implications for daily behavior, but I had no idea how to bring it the public. Taylor & Francis organized a press release and my research has been covered around the world."
- Arnold Glass



Reference

Glass, Arnold L. Kang, Mengxue. (2018). Dividing attention in the classroom reduces exam performance. *Educational Psychology*. <https://bit.ly/2UrBv2V>.

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