

A Reporter's View

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Reporters and editors are the intermediaries between scientists and the general public. So if you want to reach your audience through the print media, you'd better have a good understanding of how the newspaper and magazine world works. Dutch freelance astronomy writer Govert Schilling presents a reporter's view of the communication between astronomers and the press: what do news media expect from scientists, how do you maximize your chances of media exposure, and what are the pitfalls and golden rules of communicating with journalists.