



Promoting your BJUI paper to the media

BJUI has a media programme and promotes about a dozen newsworthy papers every year, to raise the profile of the Journal and its authors. But what should you do if you want to promote your paper independently

When can I promote my paper?

It is very important that you contact us if you are thinking of press releasing your paper, to find out when it will be published and what print embargo rules we have in place. If we are keen to include your paper in our international PR programme, we may ask you to work with us instead of just issuing your own release. Otherwise we will advise you of the earliest date you can issue a press release.

What should I include in the press release?

Please feature the name of the Journal prominently in the press release, referring to it as “BJUI” or “the urology journal BJUI”. We no longer spell the name of the Journal out in full.

If your paper has appeared online early ahead of print publication, please make that clear in the release so that people will be able to find it on our website (www.bjui.org and select Journal Issues). If you link your press release to the actual issue it appears in, please refer to the month of publication.

Please note that online dates are approximate and delays can sometimes occur. You should check that your paper has gone online before you issue any press release.

We are happy for you to provide media copies of your paper to journalists, but anyone else must go through the normal procedures on our website. If they don't have a subscription, they can pay a one-off fee to view your paper.

How can I make my paper free?

Authors can ask for their paper to be made free online by paying a fee. Please contact us to find out more.



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What makes a good press release?

- **Remember that clinicians are consumers of both professional medical and general media.**
A lot of medical websites don't accept news or only feature research that has been picked up by general media. So targeting your press release at both audiences can increase your chance of getting good coverage.
- **Focus on a subject more people can identify with.**
A common illness will normally receive more media attention than a rare condition, unless your findings represent a major scientific breakthrough. It is useful to mention how common the condition is in the press release.
- **Write a good active headline that will grab people's attention.** "Doctors call for urgent...", "Researchers discover important..." or "A third of people with..." will get more attention than inactive headlines or those that sound more like clinical chapter headings. Impressive statistics and calls to action give any headline an added boost.
- **Make sure your first sentence gets to the main point straight away.** "A quarter of men with prostate cancer..." is more eye-catching than "Researchers at Anytown University, led by Professor Jones, have found that..."
- **Use jargon-free language that national newspaper readers would understand.** The vast majority of press coverage appears verbatim on websites, so ask yourself: "would my next-door neighbour understand what I have written?" Medical professionals who want more detailed clinical information can read the paper.
- **Think about your international audience.** In the UK we call our primary care doctors GPs, but in an international press release we would refer to them as family doctors, as we know this will be more widely understood.
- **Don't use acronyms unless you have already spelt them out in full.** World Health Organization (WHO), erectile dysfunction (ED) and over-active bladder (OAB) then WHO, ED and OAB are fine.
- **Provide well-written interesting quotes. Quotes bring a press release to life and add a human angle.** Don't try to quote or mention all the authors or use joint quotes (journalists hate them!). If you need to quote two key authors, use one to explain the study and one to present the findings.
- **Present statistics in a way that people will understand.** Use whole percentages and proportions rather than scales and odds ratios. "Women over the age of 50 have a 30 per cent higher risk of..." and "Men with prostate cancer are twice as likely to..." will be understood more easily.
- **Involve your own in-house PR department.** They can help you to avoid any pitfalls and get maximum publicity for your paper. Also, they spend a lot of time working with journalists and nothing is more embarrassing than getting a call about a press release they know nothing about!
- **Decide who you want to target and the best way to do it.** If you decide to target journalists outside your own country and time zone, think about how they will get further information. Making your paper free online can solve access problems outside normal working hours.
- **Identify who will handle media interviews.** Some authors are better than others at dealing with the media, especially TV and radio. Find out if your institution offers media training and be prepared to let a more experienced author take the lead if you don't feel confident. If you have international co-authors, this provides an ideal opportunity to offer interviewees in different time zones.

For further information please contact:

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