A Guide to Working with the Media
Most books published by the Press are aimed at an academic audience or specialist readership, and our marketing executives raise awareness of these books through scholarly journals, societies and wider academia.

The publicity team aims to secure media coverage of books that are suitable for a general readership. We work with the international media to help generate high profile publicity for ‘trade’ books with mainstream appeal.

The following guidelines are designed to help authors deal more effectively with the media. If you would like any further help or information, please contact the publicity team by emailing publicity@cambridge.org

**Broadcast media**

**Do a TV or Radio Interview**

Producers, guest bookers and forward planners often want authors to provide expert opinion on news stories or specialist subjects. If you have been contacted by a TV or radio programme requesting an interview let the publicity team know. We can despatch review copies on request.

If you’d like to alert TV or radio stations to your book, contact the publicity team with suggestions of appropriate programmes that would most likely interview you, especially if they have interviewed you before. Also, send us a summary of the most attention-grabbing and newsworthy talking points about your book.

If your previous interviews are available online send us the links: producers often want to see previous interviews before making a decision.

**Remember:**

- Keep your schedule open. Media professionals work to very tight schedules so if a journalist or producer has expressed interest it is best to be as flexible as possible.
- Come up with 5-10 key talking points about your book. Make your talking points topical, newsworthy and attention grabbing. Think about what you are saying that is new.
- Share your coverage with publicity@cambridge.org.

✉️ authorhub@cambridge.org  ➡️ cambridge.org/authorhub
Print

Write an op-ed for a newspaper

The comment & opinion pages of national newspapers offer the best opportunity for authors to gain some publicity by offering informed views on newsworthy topics.

How to submit an op-ed

- If you are affiliated to a university, you can ask your university’s press office to pitch your article on your behalf
- Or send it to publicity@cambridge.org and the appropriate CUP publicist will contact you to discuss it further
- If you are pitching it yourself, try summarising your key arguments in bullet points or a short paragraph before writing the whole article. If an editor is interested in what you are saying, s/he will ask to see more

If your article is accepted remember to alert the publicity team so that we can share it online and on social media.

Top tips

- Opinion pieces (or op-eds) should be no more than 800 words
- Timing is crucial: newspapers want fast reaction to headline news
- Editors want insight and expert commentary that their own journalists can’t provide. So make your credentials clear.
- Be provocative, punchy and contrarian
- Make your arguments clear and concise
- Always support your arguments with facts, statistics and anecdotes

Speak to a reporter on a timely subject

Journalists will often want to interview authors who can provide expert opinion on newsworthy topics. If you have been contacted by a journalist requesting an interview, or you have already been interviewed, let the publicity team know. We can send out review copies to journalists on request.

If you would like to alert journalists that you are available to provide expert opinion on a news story, contact the publicity team with a summary of key talking points that clearly demonstrate the relevance of your book and your expertise.

authorhub@cambridge.org  cambridge.org/authorhub
Sending a review copy to a newspaper or magazine

Literary editors at general interest newspapers and magazines only want books that are appropriate for a general readership and they receive hundreds of new books each week, only a small percentage of which are reviewed. Therefore, unless we receive a direct request from a particular publication, we do not send academic books to newspapers and magazines as a matter of course.

If you know the names of journalists with a specific interest in your area of expertise let the publicity team know. We can work with you to target those people.

Keep in touch!

Please share any publicity with us so that we can publicise it through our channels. Please contact the publicity team by emailing publicity@cambridge.org or contact your dedicated marketing contact.