



# Shameless Self-Promotion

Finding, telling and promoting  
high-impact stories  
At UW-Madison

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## Anatomy of a good story

- Being relevant to the public
  - The 'big three:' Jobs, health, education
- Satisfying a curiosity
- Solving a problem
- Debunking 'conventional wisdom'
- *Being different, compelling, fun*

## Fertile ground for story ideas

- Scholarly papers, presentations
- New faculty, staff hires
- Patents, spinoffs
- Direct community impact
- The Wisconsin Experience: Students
  - *Learning communities, service learning, FIGs, research, internships, study abroad*

## What's your news hook?

- Answer the question: Why Now?
  - *Published work*
  - *Contribution to breaking news*
  - *Milestone or anniversary*
  - *Illustrate a trend (academics, student life)*
  - *New product, patent, business*

## Elements of the story

- Think visual: Multimedia approaches
- Integrating the student voice
- Provide context
- Keep it simple and accessible

## Getting the story out there

- Diversify your pitch
  - *Different media have different needs*
- Give the story away
- Consider tips
  - Targeted vs. mass appeal

# Case study: DARE

- Hook: ‘Z’ finally within sight
- Pitch: Associated Press
- Results: Full feature in more than 200 national dailies

[Chicago Tribune](#)

[National Public Radio](#)

[The Guardian \(UK\)](#)



# Case Study: Language and Immigration

- Study confronts myths about early immigrants and English adoption
- Strong relevance to the current immigration debate in U.S.
- Results: diverse mix of coverage

[National Public Radio](#)

[Toronto Star](#)

[Arizona Republic](#)

[Huffington Post](#)



Joseph Salmons, UW-Madison professor of German



Questions, comments?