

# Think Like an Editor

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# Special Thanks

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FAMILY PLANNING

# Family Planning, Future Planning

ESSENTIAL NEWS AND VIEWS IN GLOBAL HEALTH September 30, 2016

REFUGEES

The Long View:  
Refugee And  
Migrant Health



ANTIMICROBIAL RESISTANCE

"Just The  
Beginning": UN  
Adopts AMR  
Declaration



Luminaries  
Celebrate 100  
Years Of Saving  
Lives



What's the one thing  
shared by everyone  
here?

Passion.



Editors are  
gatekeepers,  
agenda setters,  
and...

ruthless.



# “Good” Isn’t Good Enough

“The mistake is to assume the media will pick up on something because it's a worthy cause—they won't.”

— Sarah Boseley, *The Guardian*

# Pitch Good Stories

“People who are hoping for coverage need to pitch good stories. We journalists **don't** write about a subject because someone wants us to. We do it because it's news or it's compelling.”

— Helen Branswell, STAT

# So, What's News?

- Impact
- Immediacy
- Conflict / Controversy
- Singularity / Human Interest
- Prominence
- Proximity

# Make a Good Pitch

- Grab attention in first sentence
- Make case for news
- Cite specifics, data, people, stories
- Be concise
- Avoid the general, grandiose
- “No one reported on this before”
- Avoid sounding desperate or crazy

# Openers Quiz

Malnutrition in older people.

# Openers Quiz

The "Re-Imagining Global Wellness Conference" is a free on-line working conference scheduled for April 16-17, 2017.

# Openers Quiz

“It is like watching them die slowly in front of me.”

# Openers Quiz

The South African township of Khayelitsha is on the frontline of an epidemic.



# Pitches: Good or Bad?

Polio outbreaks in the middle east as well as the increasing burden of cancer that developing countries are facing and will continue to face without public awareness campaigns and capacity building.

Addiction is a global scourge which directly affects millions of people each year. Addiction-related problems are widespread, including maladies, overdoses, criminal behaviors, family problems and societal issues which concern an even greater number of people...

Breastfeeding is known to decrease infant mortality rates ... This cost-effective practice, however, is less than 20% in developing countries. Many formula companies ... [give] free sachets in hospitals and clinics that deter women from feeding from day one of birth.

By the time they run out of free sachets, [mothers] are no longer able to breastfeed...

More than 600 million [people] rely on cassava as the main source of food. Evidence indicates that dietary dependency on insufficiently processed cassava results in outbreaks of konzo, an irreversible paralysis of the legs (often mistaken for polio). Outbreaks are being overlooked in sub-Saharan Africa.

Children from konzo areas also present with cognitive deficits suggesting that the paralysis is just the “tip of the iceberg”.

# Thank You

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