

Making Your Research Heard

Media Engagement as a Knowledge
Translation Strategy

Professor Ramón Spaaij

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Why Media Engagement?

Media engagement can be a core component of your research *impact* pathway

1

Inform Public Discourse

- ◆ Shape how communities understand issues in sport, health, policy, and society.



2

Reach Policymakers Faster

- ◆ Media coverage can create shortcuts to decision-makers.
- ◆ A well-placed op-ed can open doors that academic publications or grant applications cannot.



3

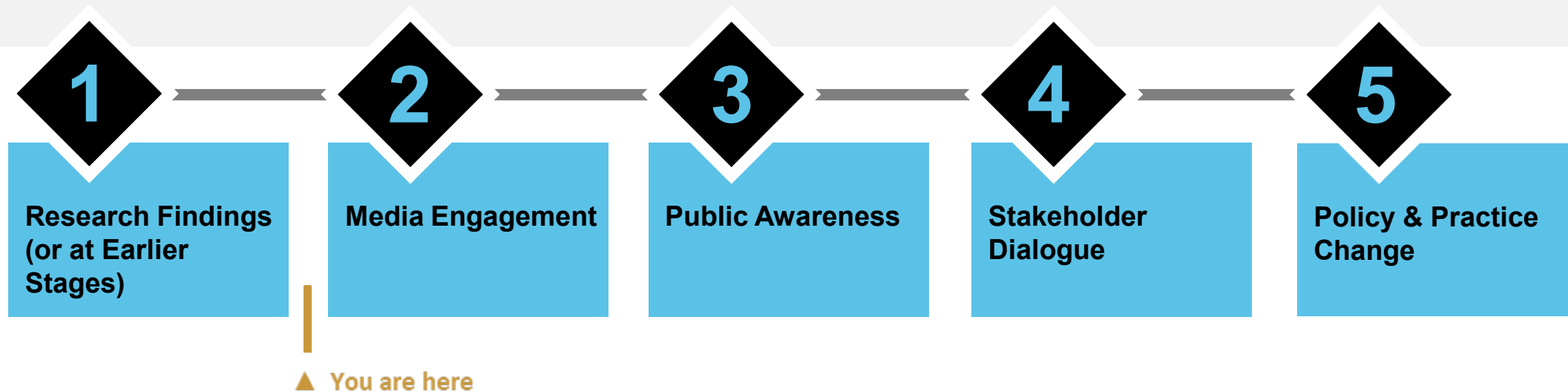
Engage Stakeholders

- ◆ Sport federations, NGOs, player associations, and funders follow public debate. Media positions you as a credible voice.



Media in the Research Impact Pathway

Media engagement can help build your research profile, attract collaborators, and signal relevance/credibility to funders.



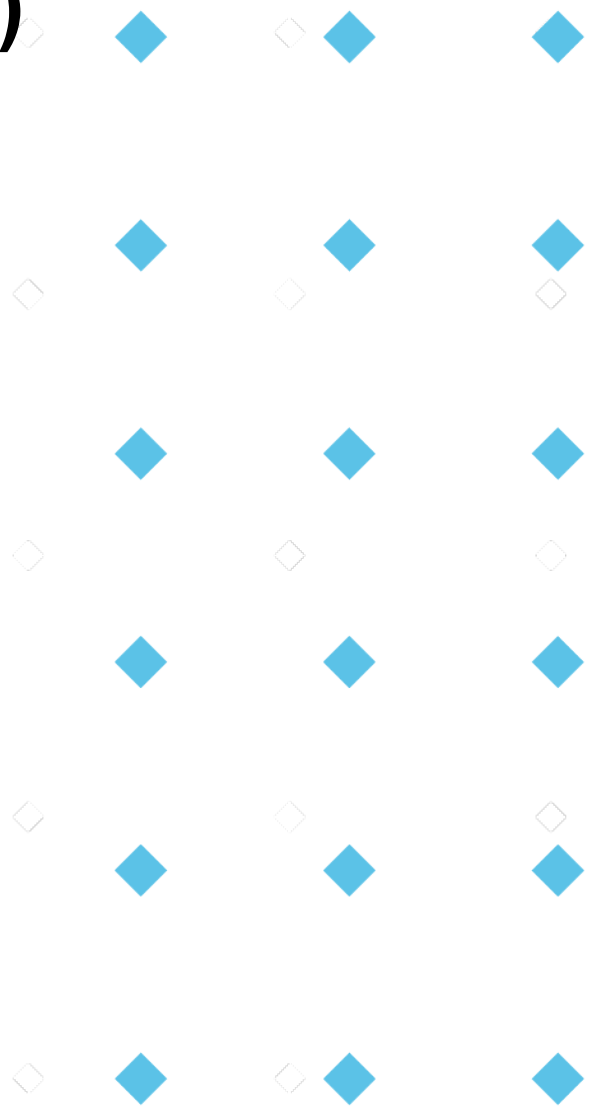
Commissioned work: media visibility can lead to consultancies or policy briefs.



Media citations, broadcast appearances, and news coverage count as evidence of engagement/impact.

Matching Media to Purpose (& Comfort Zone)

Media Type	Reach	Best For
National Broadcast (ABC, SBS, BBC, CNN – TV, radio, online)	National/Global	Breaking news, expert “two cents”, credibility building with educated audiences
Local / Regional Print & Radio	State/Regional	Community impact stories, local policy and practice relevance, “giving back”
Quality Press Op-Ed (The Conversation, The Age, ABC)	National/Niche	Evidence-based opinion, complex issues, policy critique, nuanced debate, academic voice to public
International Newswire (AP, Reuters)	Global	Breaking news, expert commentary on international major events (Olympics, Paralympics, crises)
Social Media (LinkedIn)	Variable	Amplify coverage, connect with practitioners, build research profile, rapid commentary, plain-language “take-aways”
Podcasts & Alternative Media	Niche/Global	Deep dive, audience seeking expertise, good for, e.g., critical sport studies & inclusion/equity topics



Practical Tips

01

Know Your Audience

Adjust language and framing for who is watching, reading, or listening (not for your academic peers).

03

Plain Language Wins

Replace jargon with everyday analogies. If your family members or friends would not follow it, reframe it.

05

Hook with the 'So What?' & Leverage Major Event Cycles

Lead with the real-world relevance. Why does this matter to people's lives? And **why now?** Games cycles create high-demand windows. Have your pitch ready well before major events start. Work with VU's media team.

02

Craft Key Messages

Prepare 2-3 clear, memorable points before any media interview. Bridge back to them regardless of the questions asked (with some rope).

04

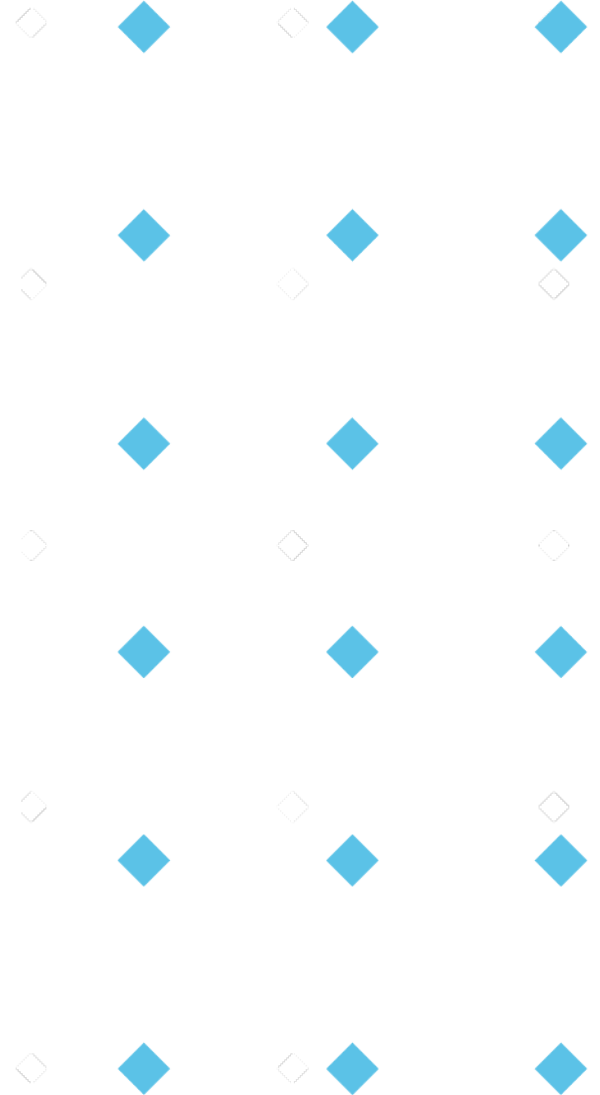
Choose Media You Are Comfortable With

You may want to start "small"/local. Or start with written formats (The Conversation, op-eds) before live radio or TV. Build confidence and skill progressively.

06

Build Relationships

The most effective researchers in the media are not just expert sources but trusted contacts. Take time to understand what journalists and editors are looking for, and nurture those connections beyond any single story. This can also build your trust and familiarity.



Thank you

Questions?

