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# FeaturesExec Media Bulletin

Media news for PR professionals every week

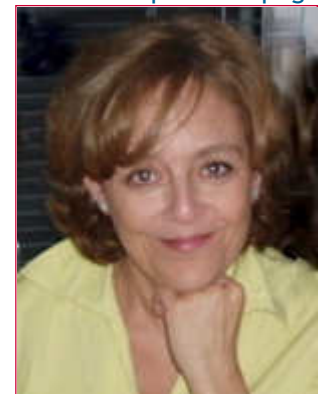
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## Focus interview with freelance journalist Susan Grossman

**Date:** 02/03/2010  
**Author:** Jackie Reddy [[jackie@dwpub.com](mailto:jackie@dwpub.com)]

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This week, Susan Grossman steps into our freelance focus spotlight. While she's a lecturer on the MA in Journalism course at Westminster University, she also runs regular 'Pitching to Editors' workshops in London. As a writer, Grossman covers food, travel and health, and her current work can be found in the introduction to the 2010 Writers' Market.



Susan Grossman

### About your journalism:

### What do you write about?

I write about food, travel and health and how to succeed as a journalist. I run regular 'Pitching to Editors' workshops in London, where journalists can get feedback and find editors. See [www.susangrossman.co.uk](http://www.susangrossman.co.uk). I also lecture on the MA in Journalism at Westminster University.

### Where are we likely to see your work?

Currently in the introduction to the 2010 Writers' Market.

### What's the most memorable work you've done?

As a travel writer, flying by Concorde to cover Aida at the Temple of Karnak in Luxor for a half-hour radio doc.

### What interview or feature would you love the chance to do?

I'd love to interview someone who didn't have an 'agenda' and whose wisdom or expertise could genuinely inspire or help others.

### About you and PRs:

### Where do you source ideas for articles?

The news.

### How can PRs be useful to you?

By writing press releases that are topical.

### How and when do you like them to get in touch?

When their stories are timely.

**Do you find press conferences, trips, parties and other events useful or an interruption?**

Getting out from behind your desk is always useful, most jobs come from networking.

**If you could make one change to the way PRs deal with you, what would it be?**

Talk rather than email everyone on a list randomly.

About you:

**How would you pay the bills if you weren't a journalist?**

By painting portraits.

**If we gave you £1000, how would you spend it?**

The money wouldn't go very far but I'd put it towards designing a compulsory training programme for prospective parents.

**What books are on your bedside table, magazines in your bag, or blogs on your screen?**

Paulo Coelho, The Alchemist. Can't say I've ever had a magazine in my bag!

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