Towards doctoral degree

Writing the press release
Why inform the media

- The public is interested in scientific research and results
- Interest groups and media are interested in research
- Publicity is necessary to the researcher: networking, funding
- Transmitting scientific knowledge is part of the university’s duties
A good press release wakes up the interest

- The main result in the headline
- The main result in the very beginning
- The text is popular and explicit
- Sentences and paragraphs are short
- As few scientific terms as possible
- Results, methods and results presented

TEXT IS IN FINNISH
Hints: Turn your abstract upside down

ABSTRACT:
1. Goal
2. Background
3. Methods
4. Results

PRESS RELEASE:
1. Results
2. Methods
3. Background
4. Goal
More guides and hints

Guides in web:

- Web link in UniOGS www-page
- http://www.oulu.fi/english/information_doctoral_defence_registration
- https://notio.oulu.fi: Communications and Marketing

Please, fill in the web form and send it to university communications no later than 10 days before your dissertation day.

Please, send a photograph of yours by e-mail:

tapahtumia@oulu.fi

BEST OF LUCK!