How to write a media release?

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Doctoral candidates are requested to complete the *Doctoral Defence Registration Form* in Finnish, to be sent to the Communications Office of the University, no later than 10 days before the public defence of the doctoral thesis.

A description of the research in Finnish is to be submitted as part of the above-mentioned form.

On the basis of the information given in the form, a press release is drawn up by the Communications Office for distribution to the media.

A photograph of the candidate can be submitted to the Communications Office also ten days before the doctoral defence.

How to raise media interest?

- New or exceptional information = capacity to surprise
- New point of view or information on a topical issue of debate or phenomenon = topicality
- Topic applies to a fairly large section of the people and/or has clear social, economic, or other significance = importance and significance
- The topic is familiar, has human interest, and includes (also contradictory) emotions and attitudes = interest
- Bonus: the topic or idea includes visually interesting (live) pictures.
What is your key message?

- Tells the news: the most important / interesting result
- A Good heading
  - Doesn’t promise too much
  - Easy to understand
  - Short?
  - Gripping / surprising

Many men carrying breast cancer gene are left without support

A new doctoral dissertation shows that many men carrying hereditary breast cancer gene feel that necessary support is not available to them. Despite an increased cancer risk, there is no consistent preventive cancer screening organised for these men.
Serve the dessert first!
Many men carrying breast cancer gene are left without support

A new doctoral dissertation shows that many men carrying hereditary breast cancer gene feel that necessary support is not available to them. Despite an increased cancer risk, there is no consistent preventive cancer screening organised for these men.
Heading
A short introduction paragraph. Lorem ipsum dolor sit amet, consectetur adipisci elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua.

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Subheading if needed
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Contact information
Links

Goes deeper:
- Relevant details and facts
- Includes statistics
- Includes quotes
- Background and explanations
- Additional comments

- Limit the release to one page or 2000 characters (with spaces)
- Use subheadings if needed
- Provide access to additional information
- Relevant links?

- Contact information !! Be available 😊
– Edit the text to make it clear and concise
– Keep your text simple
– Use general language
– Avoid passive, use active verbs
– Avoid brackets and abbreviations
– Avoid scientific terms
– Ask comments from your friend or relative who is not familiar with the subject
Need help?
Contact: viestinta@oulu.fi

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**Tiina Pistokoski**
- Faculty of Science
- Faculty of Technology
Thank you